

# ATTENTION BOOK FAIR ORGANISERS!

## FREE CARDS FOR YOUR PUPILS!

- Inside your Big Red Box, you'll find two card packs from *The 39 Clues*, containing a total of 32 collectable cards.
- These highly-prized cards – normally sold in shops in packs of 16 – are for you to give away FREE to your pupils before or during the Book Fair.
- Each and every card will help in the search for the 39 Clues, as well as offering the chance to win prizes!
- Clue hunters can log on to [www.the39clues.com](http://www.the39clues.com) to add the cards to their online collection and join the hunt!



## JOIN THE HUNT FOR *THE 39 CLUES*!

Prue Goodwin, Educational Consultant, says:

*“Any internet initiative that supports digitally efficient youngsters to read must be welcomed. Less confident readers will be encouraged to pick up books and those who already love books will increase their reading pleasure via the new dimensions that literature and literacy acquire in cyberspace.”*

Launched in 2008, *The 39 Clues* is a groundbreaking, multi-dimensional new series aimed at children aged 8-12

The most advanced multimedia reading project for children of its kind, *The 39 Clues* offers an interactive experience that is sure to encourage reluctant readers and gamers to books.

One of the aims of the Revised Primary school curriculum is to use new technologies to enhance pupil learning. Teachers can add value to the educational experience by integrating ICT tasks – such as engaging and responding to online texts and studying online events – into the curriculum.

The website, [www.the39clues.com](http://www.the39clues.com), is regularly updated with new puzzles, clues and content and provides an excellent way for children to develop their web skills – using email, managing information, researching online – within a safe but exciting environment.

In September 2008 a survey\*\* revealed that 74% of children aged 8-12 would be more likely to read a book with an interactive element.

### READ THE STORY

Follow the gripping adventures of Amy and Dan Cahill in a ten-book series that can be read alone or as part of an online gaming experience.

### PLAY THE GAME

Log on to [www.the39clues.com](http://www.the39clues.com) to enter a fascinating online world with puzzles, clues and exciting content to explore.

### COLLECT THE CARDS

Each book contains six free collectable cards which provide vital clue-solving hints.

### WIN THE PRIZES

Compete for hundreds of prizes, totalling over €70,000!\*

**“Groundbreaking”**

*The Times*

**“Quintessentially noughties multimedia confection... It's pacy, ingenious stuff”**

*Financial Times*



Turn over for your Book Fair poster

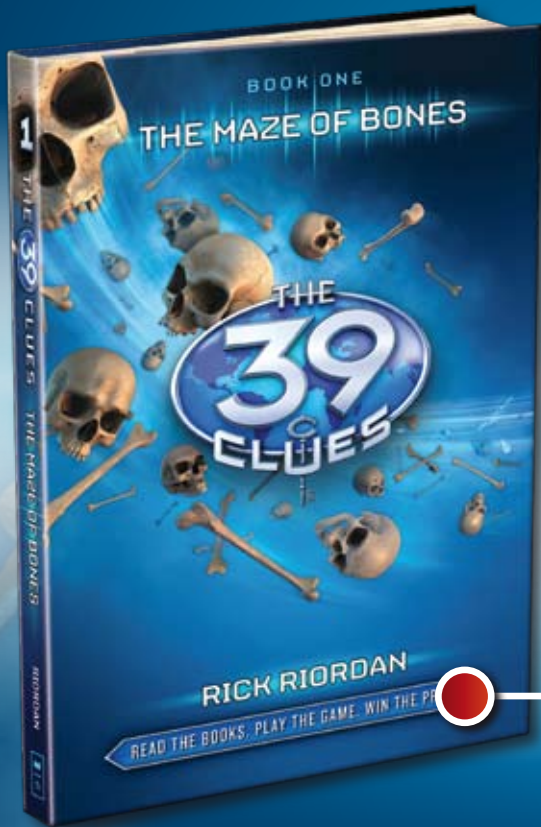
\*\* Park Lane Research conducted the survey with a sample of 300 people (150 children aged 8-12 and 150 parents of children aged 8-12) in August 2007



WWW.THE39CLUES.COM

# JOIN THE HUNT AT OUR BOOK FAIR!

Save €€€s on The 39 Clues! Look for money-off vouchers in your Book Fair invitations



6 FREE game cards with every book!

**READ THE STORY**  
LOOK FOR CLUES AS THE GRIPPING ADVENTURE UNFOLDS

**PLAY THE GAME**  
BECOME PART OF THE STORY AT [WWW.THE39CLUES.COM](http://WWW.THE39CLUES.COM)

**COLLECT THE CARDS**  
USE TO UNLOCK PUZZLES AND SECRETS ONLINE

**WIN THE PRIZES**  
COMPETE FOR HUNDREDS OF PRIZES WORTH MORE THAN €70,000\*

## BUY THE BOOKS AT OUR FAIR!



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\*NO PURCHASE NECESSARY. You must be between 6 and 14 years old as of 31/12/08 and a legal resident of the UK or Ireland to enter. For details on how to enter and complete rules go to [www.the39clues.com](http://www.the39clues.com). Void where prohibited. Entry deadline for Book One and Mission 1 random drawings is 1/1/09, 4.59 GMT, and for Grand Prize is 1/1/11, 4.59 GMT. Entry deadlines for random drawings relating to other books will be available at [www.the39clues.com](http://www.the39clues.com) after those books are published.