

 SCHOLASTIC

Be part of the  
SCHOLASTIC  
Summer  
CHALLENGE

# Read for the World Record!

**The reading challenge where every minute counts!**

During summer 2009, schools from around the world took part in a challenge to set a world record for summer reading.

The globe-spanning team, made up of students from 35 countries, logged every minute spent reading onto our website – and an amazing new record was set...

**35,846,094 minutes!**

But there's only one thing to do with a record ... beat it! So, for summer 2010, we invite you to join a worldwide team and help to break the summer reading world record!

[bookfairs.scholastic.co.uk/record](http://bookfairs.scholastic.co.uk/record)

Scholastic Book Fairs – Getting children reading. Giving books to schools.

# Read for the World Record!

## Why join the Read for the World Record challenge?

### • Inspiration to read

Taking part in a fun record-breaking attempt and being a member of a global team can help to motivate children to read more over the summer.

### • Maintain and improve academic skills

Children who read four or more books over the summer perform better on autumn reading tests than their peers who read one or no books over the summer.\*

### • More free books

The Book Fair is the perfect place for pupils to stock up on great books for the summer reading challenge. More books sold means more commission for your school!\*\*

### • Prizes

The five schools in the UK and Northern Ireland with the most logged reading minutes will each win £100 of children's books – with a digital camera also going to the top school!

## Signing up is easy!

Read for the World Record is free to take part, simple to join and can be run in conjunction with other summer reading schemes.

The official world record-breaking attempt starts on **1st May 2010** and ends **31st August 2010**.

### Step 1 – Organiser

Visit [bookfairs.scholastic.co.uk/record](http://bookfairs.scholastic.co.uk/record) for more details and to register your school so that pupils can log their reading minutes.

### Step 2 – Organiser

Put up the posters and inform pupils of the challenge before your Book Fair arrives so that they can think about the books they'd like to read over the summer.

### Step 3 – Pupil

Once pupils start reading, all they have to do is visit [bookfairs.scholastic.co.uk/record](http://bookfairs.scholastic.co.uk/record) to select their country, school and username – and they can add their minutes from 1st May onwards. If they don't have internet access at home, suggest using library computers.



## Record-breaking Tips

- Set a reading goal for pupils, classes and the school.
- Involve parents by sending home a letter.
- Offer certificates for those who take part.

Find downloadable resources and tips online.

[bookfairs.scholastic.co.uk/record](http://bookfairs.scholastic.co.uk/record)