



PRESS RELEASE

For immediate release: 01 09 10

Readathon makes reading even more rewarding by giving free books to schools worth £100,000*

Readathon, the UK's national sponsored reading event, is delighted to announce a new partnership with Scholastic Book Clubs. Schools that raise money by running a Readathon sponsored read will be given a book voucher worth 20% of their donation, to spend at Scholastic Book Clubs.

Getting children engaged in reading is not always easy, so Readathon provides a reading challenge, flexible to suit any ability and age, which demonstrably gets children reading. Schools apply for a Readathon pack containing all they need to run a sponsored read. Pupils then get reading, raising money for CLIC Sargent and the Roald Dahl Foundation, charities which support seriously ill children and their families.

With increasing pressure on school budgets, rewarding schools who participate in Readathon with free books could not come at a better time for schools - for every £10 raised, schools will receive £2 back in free books.

The new partnership between Scholastic Book Clubs and Readathon brings together two organisations that are passionate about young people reading for pleasure; both help to unlock a child's potential by encouraging pupils to discover just how rewarding reading can be. The free books offer enables Readathon organisers to get even more out of running a Readathon in their school. The large range of books (coming from over 40 different publishers) available through Scholastic Books Clubs gives schools a huge choice of fiction and non-fiction for all age groups.

Quote from Founder of Readathon, Brough Girling:

“The wonderful thing about schools and young people, is that even in today’s economic climate, they are still eager to raise money for those less fortunate than themselves. I am delighted that our partnership with Scholastic Book Clubs means that we are able to really say thank you to schools who take part by awarding them free books. We hope that these books in turn, will inspire more pupils to get reading - for good.”

Quote from MD of Scholastic Book Clubs, Julie Randles:

“We’re thrilled to be entering in to partnership with Readathon; together, and with the enthusiasm and support of teachers, we can help children discover and develop a love of reading. With this new initiative schools can now get even more great books – everyone benefits!”

Quote from a Secondary School English Teacher, February 2009:

“The pupils have thoroughly enjoyed reading and raising money for seriously ill children. I am delighted at the care, love and compassion they have shown towards other children. This is the third Readathon I have organised... as I am totally committed to reading and kindness towards seriously ill children.”



* estimated

ENDS

Readathon

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Why Reading is important

Independent studies show again and again how learning to love reading can transform a child's prospects for success in school and the world beyond.

“...by encouraging children to love reading, families can help them to do well at school and to enjoy opportunities throughout their life.” Jonathan Douglas, Director of the National Literacy Trust.

In its 2008 report *Literacy Changes Lives*, the National Literacy Trust concluded:

“...reading for pleasure has been revealed as the most important indicator of the future success of a child”

“...reading for pleasure is more important for children's educational success than their family's socio-economic status.”

Readathon helps to unlock potential by encouraging pupils to discover just how rewarding reading can be.

Scholastic Book Clubs

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As a distributor of children's books through Scholastic Book Clubs and Fairs, Scholastic is the biggest children's specialist bookseller in the UK and Ireland. It has unparalleled reach to children through schools, increasing opportunities for reading and book ownership for children in the UK and Ireland and donating two million books to schools last year.

Scholastic Children's Books publishes a wide range of books for all ages, including best-sellers and award-winners such as the Horrible Histories series and Philip Pullman's His Dark Materials trilogy, the Baby Einstein books and Klutz's innovative book and craft packs. Scholastic Education is the UK's market-leading publisher of print and electronic resources for teachers. It offers professional and classroom support that meets teachers' needs and provides them with inspiration for their lessons through its website; through its range of popular teacher magazines and through its teachers' resource books.

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