



FAMILY READING CHALLENGE

READ 20 MINUTES a day for 20 DAYS
and foster a lifelong love of reading!



Parentsspeak

"Reading is just fundamental for learning everything else"

"From day 1 to now, their reading skills have improved"

"Watching your child grow, bonding with them, having a hand in their learning"

"It allows us to have conversations that we normally wouldn't have"

"Great way for us to connect and bond together"

"We focus on it [manage 20 minutes] to read everyday"

This challenge was created for kids to complete with either mom or dad or—even better—both! Just pledge to read 20 minutes a day for 20 days and foster a life-long love of reading!

Childspeak

"I used to never read, but now I have started liking it"

"Talking to each other after reading is helping me and my mom know each other better"

10 Tips for Reading Non-fiction with Your Child

1

Smile! Your child is reading.

Give your child the right message about reading. Books can be a fun adventure that the two of you share.

2

Explore the fact-packed, fascinating world of non-fiction.

Non-fiction feeds young, curious minds. Plus, there's a non-fiction focus in the new Common Core State Standards.

3

Let your child choose a favourite topic.

Choice is a powerful motivator. Let your child pick a topic that interests and inspires him or her.

4

Ask and answer questions about the book—together.

Take turns asking and answering such questions as to who, what, where, when, why, and how. Point to evidence in the text that supports the answers.

5

Help your child learn the “smart words” to know.

Use clues on the page or look in the glossary to help your child with important vocabulary. Often, a science word is defined in a surrounding sentence, or an arrow points to a picture of what it describes.

6

Make connections—between words, ideas, and events.

Look for the rich connections in non-fiction text—main ideas and details, causes and effects, and steps in a process. For example, ask your child to explain the different stages an animal goes through as it grows up.

7

Remember—pictures can say as much as words.

Spend extra time looking at photos, illustrations, diagrams, and maps. Often, the picture helps explain the words, or it gives extra information that enriches the text.

8

Read about it. Write about it.

Build your child's writing muscles at home. Post favourite facts on the refrigerator. Or ask your child to describe in words what he or she sees in a picture.

9

Talk about books with your child—and make the conversations count.

Talking is thinking aloud. Help your child learn good habits of mind. Ask for details, opinion, and evidence.

10

Connect non-fiction with your child's world.

Non-fiction doesn't live just between the covers of a book. Take your child to a zoo, gaze at the stars at night, or study a bug! Have fun.

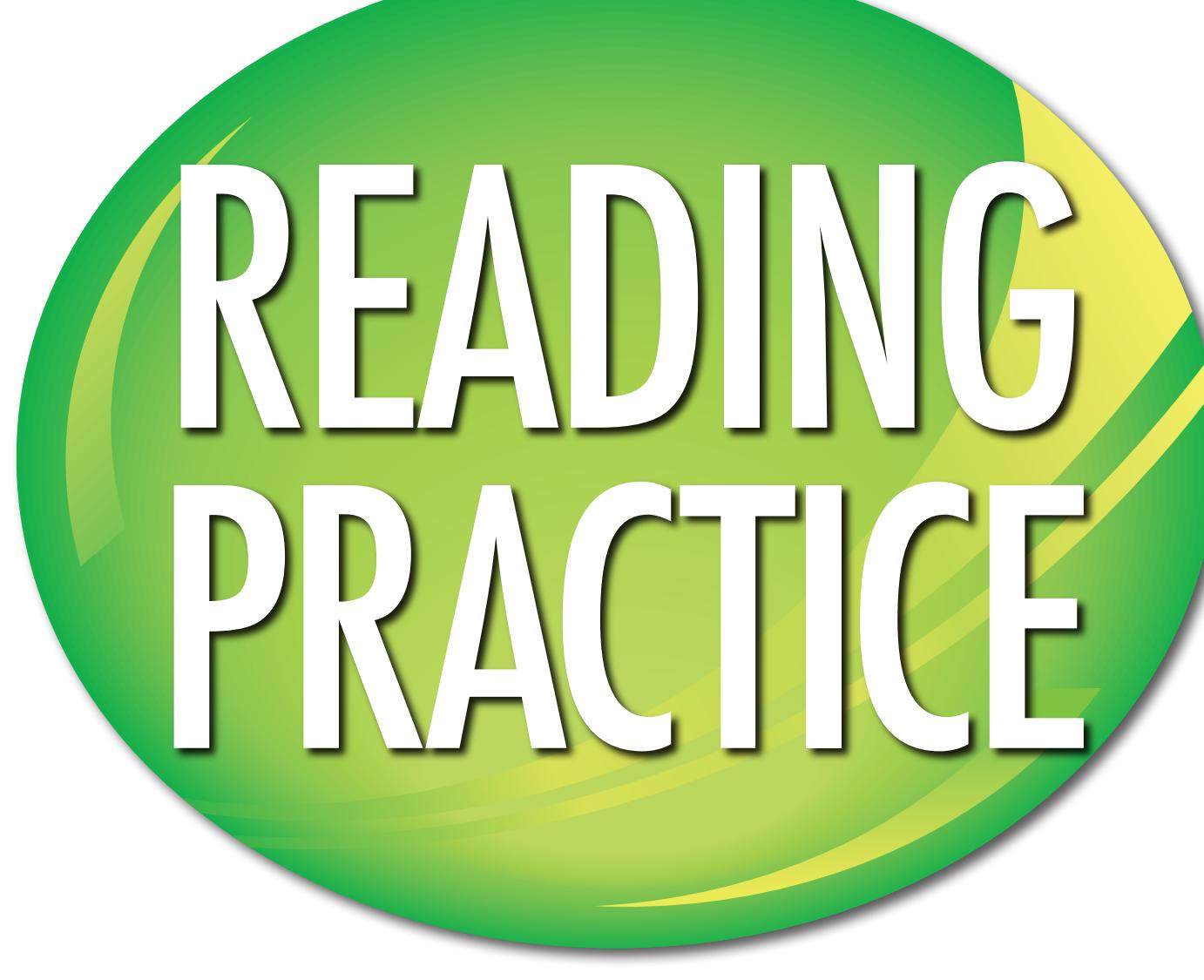
LEARNING STARTS WITH READING

Research shows reading is the foundation of overall academic success, but it can't happen without inspiring student motivation. How can educators meet the challenges of developing 21st-century learners while creating a reading culture that promotes independent reading practice and engages families?



Access The first step any literacy campaign needs to take is to make sure children have access to plenty of books.

Motivation and Choice Research confirms that choice increases motivation to read and reading achievement.



Family and Community Involvement Strengthens critical bonds between parent and child, home and school, as well as reading and learning.

Independent Reading Practice To stay on track, students need to read independently daily.



GREAT REASONS to partner with



1

ENGAGING

Scholastic is the expert at engaging children in independent reading. When you run Scholastic Book Clubs and Book Fairs at your school, you are given access to a continuous stream of **reading programmes**, competitions and other activities designed to **get more kids reading**. These programmes are all **FREE** and we do all the work—**EASY!**

2

CHOICE

Scholastic sources popular books from more than **50 publishers** worldwide to bring the best possible range of children's books **direct to your school**—providing great choices keeps kids enthusiastic about reading.

3

EXPERIENCE

Scholastic has above **17 years** of experience in India, and more than 90 years globally, helping parents and primary schools **raise readers** in their communities.

4

COMMUNITY

Scholastic partners with more than a dozen different **charitable organisations** in India every year to give underprivileged children across the country much-needed **access to quality books** and learning materials.

5

REWARDS

Last year alone, Scholastic gave more than 6000 schools **₹6.04 crores** worth of learning and literacy resources through the Scholastic Rewards Programme.

6

VALUE

Scholastic reading programs provide teachers and parents with the best value for money available. For example, we are committed to offering **at least 20% of our Fairs and Clubs selection within ₹100**, because we believe **every child** deserves the chance to own a book.

7

TRUST

You can always trust a Scholastic selection. All books offered through Scholastic are carefully reviewed and levelled by our team of **experts** to appeal to a wide range of **reading levels** and interests, while remaining **age-appropriate** in content and language.

8

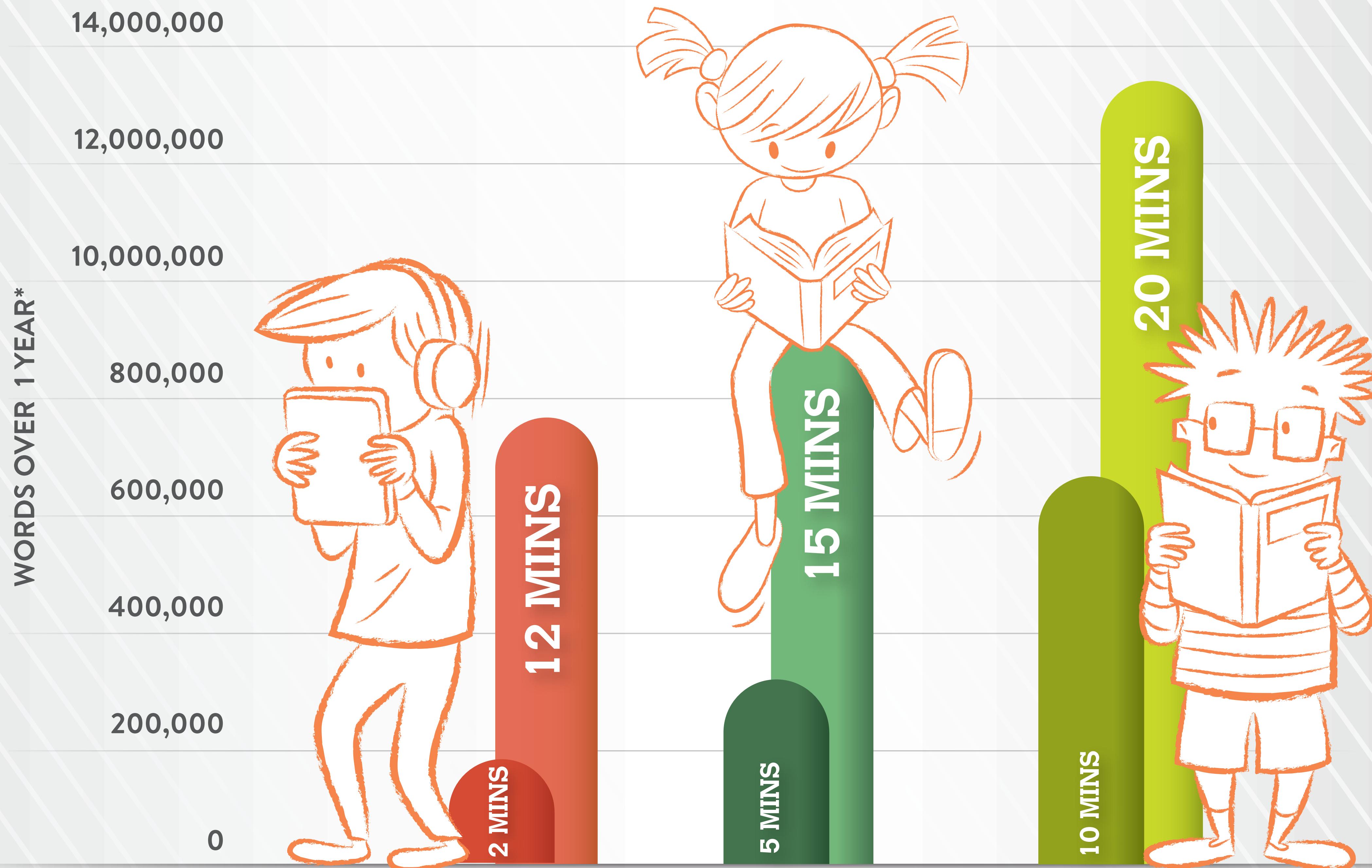
SERVICE

Scholastic employs a large and **passionate Customer Care** team in India, from our call centre to our field team, who are ready and waiting to help you with any of our products, services or programmes.



ADDING ~~10~~ MINUTES A DAY TO A CHILD'S READING MAKES A BIG DIFFERENCE OVER THE YEAR.

A COMPARISON OF YEAR 5 CHILDREN



*Adapted from Adams (2006) with baseline data from Anderson, Wilson & Fielding (1998).

DID YOU NOTICE?

THE MORE MINUTES CHILDREN READ PER DAY, THE MORE FLUENT THEIR READING BECOMES.

FROM 5 MINUTES TO 15 MINUTES PER DAY THERE IS AROUND

A 200% INCREASE IN WORD EXPOSURE OVER ONE YEAR!

RESEARCH SHOWS US THAT READING MORE IMPROVES PERFORMANCE IN:

**GENERAL KNOWLEDGE, VOCABULARY,
READING COMPREHENSION, VERBAL FLUENCY
AND SPELLING.****

**Cunningham and Stanovich (1998).

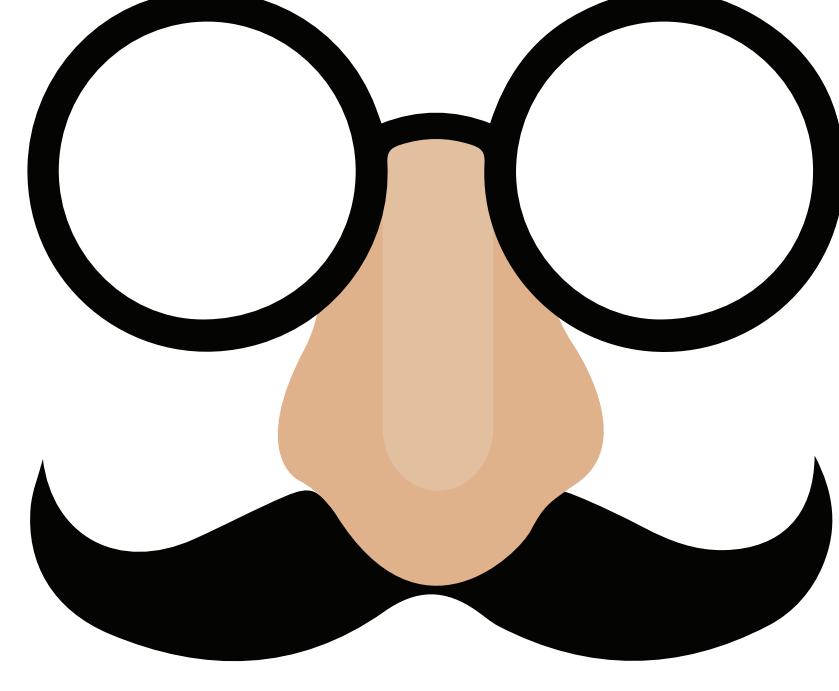
Let's Raise Readers!

 SCHOLASTIC
open a world of possible

What Kids Want In Books



When Reading for Fun, Kids Ages 6-17 Say They Want Books That:



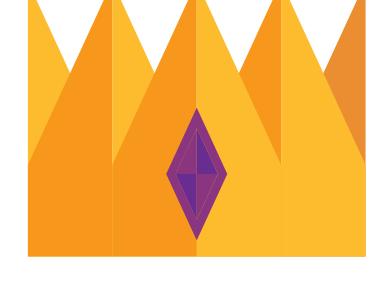
70%

Make me laugh



54%

Let me use my imagination



48%

Tell a made-up story



43%

Have characters I wish I could be like because they're smart, strong or brave



43%

Teach me something new



41%

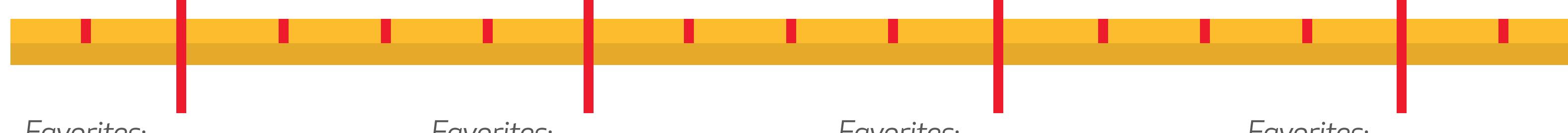
Have a mystery or problem to solve

73% of kids ages 6-17 say

I would read more if I could find more books that I like.

Kids Ages 6-8

Are more likely than older kids to want: books with characters that look like them



Favorites:
Junie B. Jones
Dr. Seuss
Magic Tree House

Kids Ages 9-11

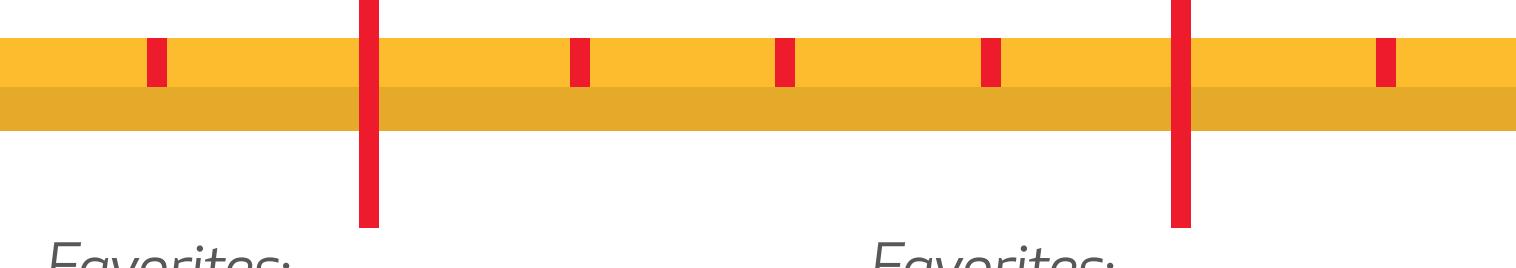
Are more likely than younger kids to want: books that have a mystery or problem to solve



Favorites:
Diary of a Wimpy Kid
Harry Potter
Captain Underpants

Kids Ages 12-14

Are more likely than older kids to want: books with smart, strong or brave characters



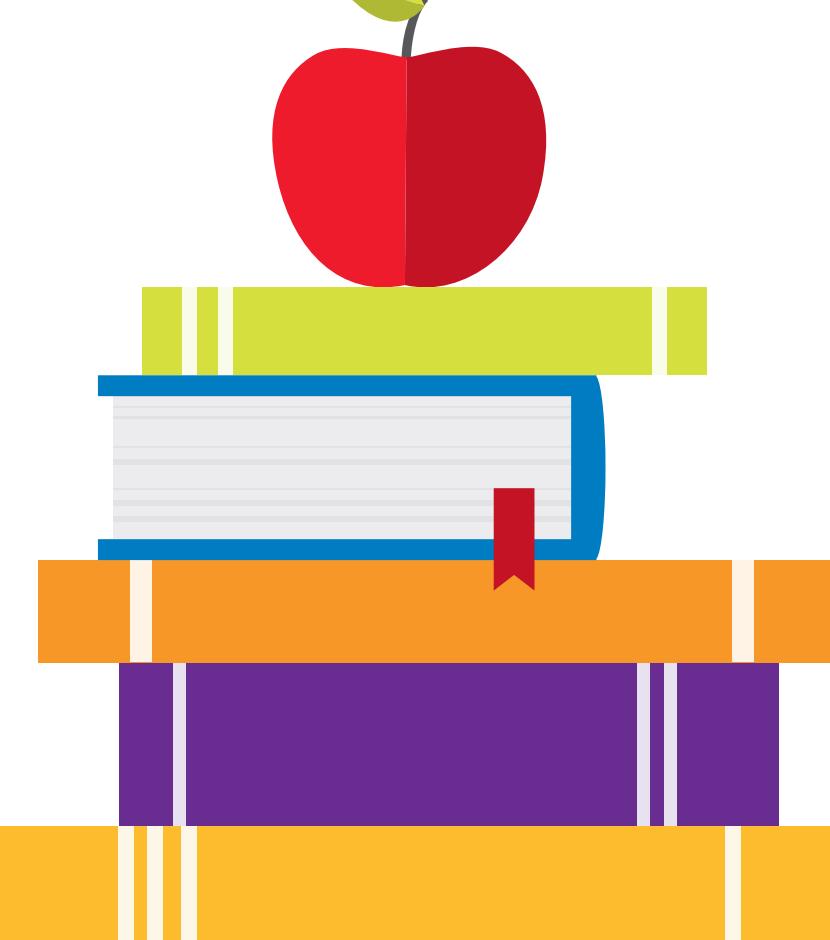
Favorites:
Harry Potter
The Hunger Games
Diary of a Wimpy Kid

Kids Ages 15-17

Are more likely than younger kids to want: books that let them forget about real life for a while



Favorites:
Harry Potter
Divergent
The Hunger Games



Sneak peek from *Kids & Family Reading Report™: Fifth Edition*. Full report coming in January 2015.

Results from a nationally representative survey of 1,026 parents of children ages 6-17, plus one child age 6-17 from the same household, conducted August 29, 2014 through September 10, 2014, and managed by YouGov. See the full methodology at scholastic.com/readingreport