

Use a Theme to Create Book Fair **EXCITEMENT**



DECORATING CAN BE FUN FOR EVERYONE

Your Fair can be a showcase for the creativity of your students. When they take charge of the décor, it gives parents and grandparents another reason to visit the Fair. Ask student volunteers or entire classes to give the school entrance, hallways, or classrooms a themed makeover.

GO ONLINE The themed Promotion Guide is available at www.scholastic.ca/bookfairs

Themes transform Book Fairs into special events and can kick-start everyone's imagination. Use decorations to reinforce the theme and to keep your Book Fair fresh and exciting.

CONTEST IDEAS

Contests are a sure-fire way to build excitement. **Try these ideas:**

Book covers contest – Have students draw the cover of their favourite book. The Chairperson can use these as decorations at the Book Fair. Any student who participates has their name put into a draw as part of the \$60.00 promotional allowance.

Create your own creature – Students can create a creature using only recycled materials. Top 3 winners win a free book.

More great ideas in the online Promotion Guide!

Shelfies – Have students bring in pictures of themselves in front of a bookshelf. Place pictures in a container. Do a random draw for prizes.

Classroom door decorating contest – The Principal can select the winning class and reward students with a casual dress day or a special school privilege.

Guess the number of goldfish – Fill a large fishbowl with fish-shaped crackers. Kids can guess how many there are and win a prize!

\$60 PROMOTIONAL ALLOWANCE*

Take \$60 worth of product from your current Fair and use it to create excitement. Use it for:

- Prizes for school decorating, reading challenges, classroom and student contests
- Reading Incentives
- Raffles during Book Fair or at Family Event



* Not applicable to Discount Fairs

PLAN YOUR DECORATIONS AND CONTESTS HERE:

Plan Fun **FAMILY** Events



GRAND EVENT Grandparents welcome the opportunity to be a part of their grandchild's school life to share time and stories with them. Invite grandparents to visit during the lunch hour and to take a tour of the school before visiting the Book Fair for a story session and shopping.



By far the most successful way to build excitement is to host a fun Family Event, full of activities, contests, raffles, food and entertainment.

ACTIVITIES AND IDEAS

Literacy Event – Stop, Drop & Read and Family Literacy Day.

School Activities – Meet the teacher, school BBQ, science, art or talent shows are great ways to get more families to attend your Book Fair.

Quality Time – Books 'n' Blankets – students wear pajamas and enjoy having stories read by teachers, volunteers or students.

Community Reading Day – Host a read-aloud with local professionals (firefighter, police officer, sports figure or dignitary).

WRITE YOUR FAMILY EVENT PLANS HERE:



\$50 FAMILY EVENT DOOR PRIZE*

Families attending your Family Event can deposit a ballot at the Fair for a draw. The winning family gets to choose \$25 worth of books for their home library, plus the child's teacher can choose another \$25 worth of books for their classroom library! The books **MUST** be chosen from the Fair before pick-up.

PLUS! Check out the Highlights Flyers for the Family Event draw ballot!

* Not applicable to Discount Fairs



Booktalk! [In-a-Box]

Booktalk!

Nothing generates more enthusiasm for literacy than going beyond a good cover and talking about the great story that lies between the pages.

GENERATE ENTHUSIASM FOR LITERACY

As your community's literacy leader, what better way to support your school's reading efforts than by providing kids and their families, access and choice to books they want to read.

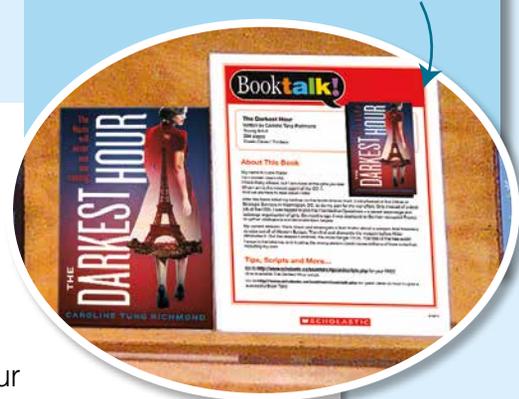
How it works:

Here are some ways you, your volunteers and students can use this program.

- HOLD Book Talks in the Library: request teachers bring their classes to the library at set times, to hear about, as well as preview these books.
- ENLIST Student Volunteers: ask students to give Book Talks to younger children, either during library time or in the classrooms.
- SCHOOL ANNOUNCEMENTS: use the reviews as well as the related Book Talk scripts (available FREE online at www.scholastic.ca/bookfairs) during daily announcements to promote the books and your upcoming Fair.
- CONTACT your Book Fair Consultant to request actual book copies for display. Once your Book Fair arrives, you can place these books on your Fair and sell as needed.

GREAT IDEA

To get older students and reluctant readers excited about reading, invite them to a Book Talk session that's geared specifically to middle school level. Statistics show older kids shop best by word-of-mouth!



Booktalk!
[In-a-Box]

Generate enthusiasm for literacy and create excitement for your upcoming Book Fair!

Make your Book Talks even more fun with FREE resources online:

- Presentation Scripts
- Morning Announcement Ads
- Booktalk Event Promoting Templates
- Teacher Writing Prompts
- Fun Student Activities

For these and more resources, go to www.scholastic.ca/bookfairs/tipsandscripts.php

SCHOLASTIC

Booktalk!

The Little Knight Who Battled Monsters

Dear Book Fair Chairperson,

It is a pleasure for the writing program team at Scholastic to have your school selected as a great one to share with the children in your area. We are excited to have your school selected as a great one to share with the children in your area. We are excited to have your school selected as a great one to share with the children in your area.

1. Meet Book Talk in the Library: request teachers bring their classes to the library at set times, to hear about, as well as preview these books.

2. Enlist Student Volunteers: ask students to give Book Talks to younger children, either during library time or in the classrooms.

3. School Announcements: use the reviews as well as the related Book Talk scripts (available FREE online at www.scholastic.ca/bookfairs) during daily announcements to promote the books and your upcoming Fair.

4. Contact your Book Fair Consultant to request actual book copies for display. Once your Book Fair arrives, you can place these books on your Fair and sell as needed.

SCHOLASTIC

Booktalk!

Mother Bruce
For this Book Talk you will need:

Mother Bruce
Written & illustrated by Ryan T. Higgins
Grades PreK-1
48 pages
Yellow Case / Picture Books

About This Book

Bruce the bear likes to keep to himself. That, and eat eggs. But when his hard-boiled goose eggs turn out to be real, live goslings. He starts to lose his appetite. And even worse, the goslings are convinced he's their mother! Bruce tries to get the geese to go south, but he can't seem to rid himself of his new companions. What's a bear to do?

Tips, Scripts and More...

Go to <http://www.scholastic.ca/bookfairs/tipsandscripts.php> for your FREE downloadable Mother Bruce script.

Go to <http://www.scholastic.ca/bookfairs/booktalk.php> for great ideas on how to give a successful Book Talk!

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