



THE 8TH ANNUAL SCHOLASTIC SUMMER READING CHALLENGE

*Getting Kids **Reading** and **Ready** for Back-to-School*

Don't Let Kids Fall BEHIND

The Common Core State Standards are challenging schools nationwide to raise the bar in reading and learning.

- It is estimated that the “Summer Slide” accounts for as much as 85% of the reading achievement gap between lower-income students and their middle- and upper-income peers.¹
- Learning or reading skill losses during the summer months are cumulative. By the time a struggling reader reaches middle school, summer reading loss has accumulated to a two-year lag in reading achievement.²
- 3rd graders who can't read on grade level are four times less likely to graduate by age 18 than are proficient readers.³

Get Kids Reading and Ready for the Year AHEAD:

- Studies show that early and sustained summer learning opportunities improve academic outcomes for youth and lead to higher graduation rates and better preparation for college.⁴
- Ensuring easy and continued access to books for summer reading is one potential strategy for addressing summer reading setback.
- 92% of kids say they are more likely to finish reading a book that they pick out themselves.⁵

WHY The Scholastic Summer Reading Challenge 2014:

- **To Increase Reading Volume and Practice** – The Scholastic Summer Reading Challenge is a free, online/mobile reading program that helps prepare kids for back-to-school by encouraging them to read every day all summer long. This year's theme

¹ Why Summer Matters in the Rich/Poor Achievement Gap, Richard Allington and Anne McGill-Frazen, August 2009

² Ameliorating summer reading setback among economically disadvantaged elementary students, Richard Allington, April 2007

³ Annie E. Casey Foundation, Hernandez, Donald J., 2011

⁴ The Kids and Family Reading Report™ conducted by Yankelovich and Scholastic, 2010

⁵ The Kids and Family Reading Report™ conducted by The Harrison Group and Scholastic, 2012

- is "Reading Under the Stars" (powered by Eveready) to encourage kids to go outside and open their worlds to reading.
- **To Keep Kids Engaged All Summer** – Kids read and then log their minutes online and on smartphones as they *Read for the World Record*, enter sweepstakes to win prizes, and earn digital rewards when they complete weekly reading challenges.
 - **To Support Teachers and Parents** – Parents and educators can track their students' reading progress and access free Summer Reading Challenge Participation Guides for expert resources, activity sheets, and book lists.

New for Summer 2014:

- **For Kids:**
 - **Kids will read around the galaxy this summer!** As they log their minutes online, constellations will light up and unlock fun facts.
 - **Common Core-aligned activities.** Kids can earn virtual prizes when they complete reading quizzes, complex text challenges, word challenges, etc.
 - **New book lists**, including a "Reading Under the Stars"-themed list with books about space, stars, astronomy, camping, wilderness, and spooky stories to read by a campfire.
 - **Monthly sweepstakes and bonus reading challenges.**
- **For Teachers:**
 - **Two Grand Prizes!** The elementary school with the most minutes read will win a school visit from bestselling author/illustrator **David Shannon**; the middle school with the most minutes read will receive a school visit from bestselling author **Gordon Korman**.
 - In addition to **being featured in the 2015 Scholastic Book of World Records**, the Top 20 schools (along with the top school in every state) will also receive a badge for their website and a "**Reading Plaque**" to display at school.
 - Teachers can bulk register their students to participate, and **improved teacher dashboard functionality** will make it easier for teachers to register their class, import and export student lists, and **email parents** to maintain school-to-home connection throughout the summer.
 - **Teacher Sweepstakes and bonus points.** Teachers who register by June 30 can enter to win a classroom library, and the first 500 teachers to enter will receive 250 bonus points for Scholastic Reading Club.
 - Updated Summer Reading Challenge **book lists that include Common Core-suggested titles.**
- **For Parents:**
 - Parents can track their students' reading progress, access free Summer Reading Challenge Participation Guides for book lists (including Common Core-suggested titles), expert resources, activity sheets, a Star Guide, downloadable bookmarks and more
 - Online **Facebook calendar app** with social media chats and giveaways.
 - New daily content on the **Scholastic Reading Timer app**

In 2013, Scholastic inspired more than **130,000 kids** from **4,200 schools** in **all 50 states** and **31 countries** to set a new record for summer reading of **176 million-plus minutes!**