



BOOKMANS' READING CHALLENGE OVERVIEW

The **2010 Bookmans' Reading Challenge** is open to public and charter elementary schools throughout Tucson, Mesa, Phoenix and Flagstaff. **Sixty schools** will be chosen from those that have indicated interest in participating via email before the cut-off date on November 13th, 2009. Only **Grades K-5** are eligible to participate in the **2010 Bookmans' Reading Challenge**.

The Bookmans' Reading Challenge will **begin on January 6, 2010 and will conclude on March 31, 2010**. All necessary forms and materials will be delivered to participating schools prior to January 5, 2010.

Each participating school must identify **TWO** individuals to act as **Bookmans' Reading Challenge Liaisons** for the 2010 Bookmans' Reading Challenge. It will be the Liaisons' responsibility to collect the completed book forms from each class, verify their completeness, tally them, and **report the results on the last day of each month to Bookmans via email**.

A poster will be given to each school to track the progress of all the schools participating in the Challenge. **This poster needs to be updated with the information provided by Bookmans after the end of each month**. The poster should be hung in a common area where it will be visible to staff and students.

Each month, **1 class per market (Tucson, Phoenix, and Flagstaff) will be rewarded with a class field trip to a Bookmans store** where each student will be given a t-shirt and a \$10 coupon to purchase a book. The first month, the top-performing Kindergarten or 1st Grade class that has averaged the most books read per student will win the field trip; the following month the top 2nd or 3rd Grade class will win; and the final month the top 4th or 5th Grade class will win the field trip.

At the end of the Reading Challenge, the school with the highest average number of books read per student will win \$15,000. If there is a tie, we will take the highest average from the last month of the Challenge to determine the winner. If there is still a tie, we will hold a lottery to determine the winner.

For further information, please email Tamara Jones at tamaraj@bookmans.com or call 881-1744 x112.