

BOOK IT!

read your heart out®

September 2015

Dear Parents/Caregivers,

Reading is the heart of education and the only way to get better at it is to do it. So, with the help of the BOOK IT!® Program, our class will be “reading our hearts out” for the next six months. Here is how we can raise a reader together:

ME (TEACHER)

- Each month from October through March, I will set a reading goal for your child.
- I will read aloud in class, show my passion for reading and basically be a walking book report to instill a love of reading in your child.
- When the goal is met, I will celebrate the achievement by recognizing your child with a Reading Award Certificate in front of the whole class!

YOU (PARENT)

- Review the goal with your child and set aside time at home to read every day.
- Be a role model by reading yourself and reading to or with your child to show that you, too, value books and the importance of reading.
- Make it a date! A little one-on-one time with your reading champ made even sweeter with a free, one-topping Personal Pan Pizza®, Passport to Reading and sticker from Pizza Hut®.*

*There is no purchase necessary and the pizza can be taken to go.

Sincerely,

Teacher's Signature



A CHILD SPENDS



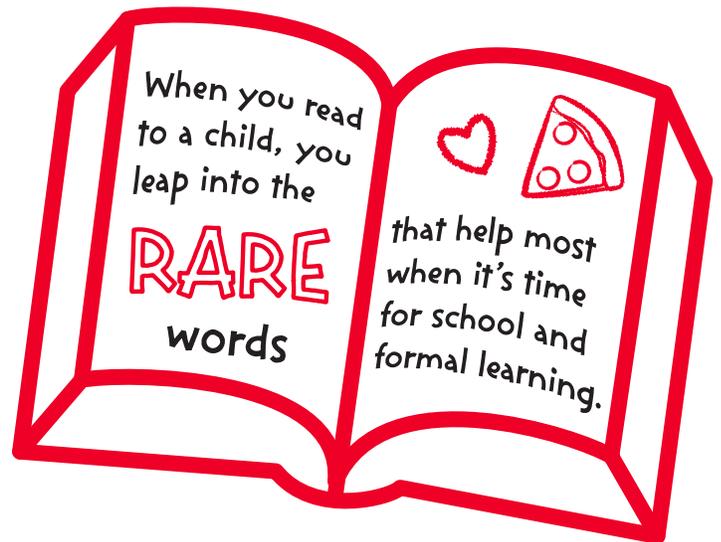
Which teacher has the **BIGGER** influence?



The single most important activity for building the knowledge required for eventual success in reading is **reading aloud to children.**

It's highly unlikely you'll ever say a word if you've never heard the word. It's nearly impossible to understand a word in print if you've never said the word. If you've never said the word or read the word, how in the world will you be able to write it?

ALITERATE Adj. adjective
Able to read but not interested in reading.



Only **54%** of 4th graders read something for pleasure each day.

Young adults between age 15–19 (the largest concentration of high school and college students) reported spending

2.23 hours
a day watching television

only **12 minutes** a day reading

OF CHILDREN 8–18 YEARS OF AGE:*

53%

read **no books** in a given day



65%

read **no magazines** in a given day



77%

read **no newspapers** in a given day



* Kaiser Family Foundation 2010