

# Book Clubs & Book Fairs

B E T T E R   T O G E T H E R

Even when children can read, often they are not motivated to do so independently; so how do we continuously encourage children to pick up a book, to read for pleasure?

We believe providing a book-rich environment full of exciting, entertaining stories and amazing information is part of the answer. Scholastic Book Clubs and Fairs work together to instill a love of reading in students and keep the reading momentum rolling all year round.

A Book Fair is more than a fundraising event with a focus on reading. Reaching out to both children and their families, a Scholastic Book Fair helps your school connect kids to

the books they really want to read in their own time. Each case contains a carefully chosen selection of the most popular books, sourced from a huge variety of publishers and authors. A Book Fair is a fun, pop-up bookshop event that creates unmatched excitement around books and ignites a passion for reading.



After your Book Fair, Scholastic Book Clubs keep the fire burning by feeding your readers more books that children all across the world love to read, with regular access to age-appropriate choices at affordable prices.

From the littlest learners to older readers, Book Clubs allow children to safely choose their reading material autonomously from a wide range of genres and publishers, eight times a year.

This is why Fairs and Clubs work better together—first creating a spark that inspires students to pick up a book and want to read it; then giving them consistent access to affordable, age-appropriate books, to keep them reading independently, all year long.

### Boost Reading Minutes

Just by partnering with Scholastic Book Clubs and Fairs, your school will encourage reading practice and boost independent reading minutes among your students.

### A rewarding experience

Running both Book Clubs and Book Fairs can provide a more rewarding experience for the whole school.

When you partner with Scholastic and enable learning and literacy of children through our products, we reward your school, your teachers and ultimately, your students.

**Host a Book Fair and earn up to 35% of your Book Fair proceeds** in free books or Scholastic Rewards.

When you participate in Book Club, your school will **earn 20% in Scholastic Rewards** on every order. These can be redeemed on thousands of learning and literacy resources from our *School Essentials* catalogue and website, or on Book Club orders.

Added together, the rewards earned on Book Clubs and Book Fairs provide Australian and New Zealand schools and educators with a significant boost to build a portion of their learning and literacy resources for free, stretching budgets further.

Visit our *School Essentials* website to see the wide variety of products that can be purchased, or part-paid, with Scholastic Rewards.

**Book Fairs**  
CREATE EXCITEMENT  
AROUND BOOKS AND  
IGNITE A PASSION  
FOR READING AMONG  
STUDENTS WITH  
A FUN POP-UP  
BOOKSHOP EVENT!

**Book Clubs**  
KEEP THE FIRE BURNING  
BY FEEDING THE READER  
BOOKS—WITH FREQUENT  
ACCESS TO AGE-  
APPROPRIATE CHOICES  
AT AFFORDABLE PRICES!

KEEP THE READING  
MOMENTUM  
ROLLING AT  
YOUR SCHOOL!



To find out more about how Book Clubs & Book Fairs can work better together in your school contact one of our local territory managers [here](#).