

Scholastic News

October 17, 2012

News for kids who read books!



Scholastic Book Fairs Fall 2012 National Middle School Student Crew

Enter for a chance to win a credit of 2,000 Scholastic Dollars™ redeemable through the Scholastic Book Fairs School Resource Catalog or at a Scholastic Book Fairs warehouse location, plus a visit to your school from Tom Angleberger, the author of the Origami Yoda books.

RULES

NO PURCHASE NECESSARY. Contest open to middle schools, junior high schools, the 6th - 8th grade levels of K-8 schools, and the 6th - 8th grade levels of K-12 schools in the U.S. that use student volunteers (a Student Crew) to conduct a Scholastic Book Fair between May 9, 2012, and December 16, 2012. Entries must be post-marked by midnight December 27, 2012. Void where prohibited by law. Assemblies will recognize the Book Fair achievements of the Student Crew and will include a question and answer exchange with students. A drawing for door prizes will also be conducted prior to the conclusion of each assembly. Appearance will be targeted between April 2, 2013 and May 14, 2013, depending on the winning school's desire and the availability of Tom Angleberger.



TABLE OF CONTENTS

Pg. 1
Scholastic Fall Book Fair and Rules
Pg. 2
Prizes and How to Enter
Pg. 3
General Information and Winner Selection
Pg. 4
Goosebumps 20th Anniversary

FIRST PLACE

One first-place winning school will receive a credit of 2,000 Scholastic Dollars redeemable through the Scholastic Book Fairs School Resource Catalog or at a Scholastic Book Fairs warehouse location, plus a personal appearance by author Tom Angleberger. Tom Angleberger will be available for autographs and will co-host special school assemblies to accommodate the school's student enrollment, up to a maximum of three (3) assemblies.

SECOND PLACE

Four individual second-place winning schools will each receive a credit of 1,000 Scholastic Dollars redeemable through the Scholastic Book Fairs School Resource Catalog or at a Scholastic Book Fairs warehouse location. Scholastic Dollars must be redeemed within 180

PRESIDENT'S AWARD

Up to eight individual schools will be awarded the President's Award for Exceptional Performance. Judges will select up to eight individual schools who performed exceptionally in a single area related to promoting or conducting the Book Fair, including: theme, decorations, advertising tactics, student engagement activities, principal/faculty involvement activities, Book Fair Rally, Family Event, All for Books™, Grand Event, Student Crew, or What Would You Do for Reading?® challenge. Each winning school will win a credit of 500 Scholastic Dollars redeemable through the Scholastic Book Fairs School Resource Catalog or at a Scholastic Book Fairs warehouse location.

How to Enter

Complete the official entry form and send us your story about how you and your Crew planned and conducted the most successful Book Fair event your school has ever seen (500-word maximum). Provide details on ideas and strategies that you and your Student Crew volunteer team developed and implemented to attract and increase student and adult interest in the Book Fair, as well as in books and in reading. Include information on activities, programs, contests, challenges, special events, and advertising strategies used to promote your Book Fair, as well as to encourage students, parents, grandparents, and faculty to attend and participate in the Book Fair and in reading activities. Be sure to include photographs of materials and activities and of your volunteer team in action. Please provide printed copies of all photos and the 500-word essay. Electronic submissions, incomplete or illegible entries will not be considered. Entry forms can be accessed here or on the back cover of the Ideas Guidebook. us your story about how you and your Crew planned and conducted the most successful Book Fair event your school has ever seen (500-word maximum). Provide details on ideas and strategies that you and

GENERAL INFO

All entrants, as a condition of entry, agree to release and hold harmless Scholastic Book Fairs, Inc., its parent, affiliates, subsidiaries, agents, and employees from any and all liability for injuries or damages of any kind sustained through participation in this contest and/or possession, acceptance, misuse and/or use of a prize once accepted and/or any participation in any contest-related activity and/or for any claims based on publicity rights, defamation, invasion of privacy, copyright or trademark infringement, or any other intellectual property-related cause of action.

No substitutions, transfers, or assignments of prizes are allowed, except by Scholastic Book Fairs, Inc. in case of prize unavailability, in which case a prize of equal or greater value will be awarded. Scholastic Book Fairs, Inc. shall have the right, in its sole discretion, to cancel, terminate, modify, or suspend the contest at any time, without notice. All taxes on prizes and unspecified expenses are solely the responsibility of the winners. All entrants, as a condition of entry, grant to Scholastic Book Fairs, Inc. the right to use photos, ideas, materials, and information from entries, including winner's name, likeness, hometown, biographical information, and entry for purposes of advertising and promotion, including in Planning Kit materials and on the Scholastic website, www.scholastic.com without further notice or compensation, except where prohibited by law.



WINNER SELECTION

Eligible entries will be evaluated and winners selected based on the following equally-weighted criteria:

- Originality and creativity of ideas, activities, themes, materials, and programs developed to promote the Book Fair, books, and reading.
- Quantity and effectiveness of ideas organized and executed by the Student Crew to attract and increase student, parent, grandparent, faculty, and community



interest in the Book Fair, books, and reading.

Entries will be judged on content, not presentation. Entries will be judged by marketing professionals

from Scholastic Book Fairs, Inc.

Winners will be notified the week of February 11, 2013, by mail, email, and/or telephone.

Each winning school will be required to sign, have notarized, and return an Affidavit of Eligibility and Release form. Both forms must be returned within seven (7) days of prize notification or an alternate winner may be selected.

Entries will be judged on content, not presentation. Entries will be judged by marketing professionals from Scholastic Book Fairs, Inc.

Winners will be notified the week of February 11, 2013, by mail, email, and/or

Goosebumps 20th Anniversary

It's the haunting season! And you know what that means. . . It's time to GET GOOSEBUMPS! Goosebumps turns 20 this year and we're celebrating all month long on the STACKS! 20 years ago Scholastic released the very first Goosebumps book from R.L. Stine called Welcome to Dead House and launched a pop culture phenomenon that has spawned over 300 million books sold worldwide, a terrifyingly terrific TV show, video games, and more! In honor of Goosebumps' 20th, check out these fun facts about the monstrously addictive series:

- Goosebumps books from Scholastic have been translated into more than 32 languages.
- Goosebumps was first published in 1992 as a monthly paperback book series.
- Goosebumps Wanted: The Haunted Mask, released for the 20th anniversary, is the first-ever Goosebumps hardcover book.
- Goosebumps and R.L. Stine have been the answer to 5 different questions on the game show Jeopardy.
- Guinness World Records recently recognized R.L. Stine as the "Most Prolific Author of Children's Horror Novels."
- R.L. Stine types so much he has to replace his keyboard every six months!



Place
Stamp
Here

Lbby 1, 557 Broadway
New York, NY
