

# Grow your child's love of reading

Scholastic has been helping New Zealand families discover  
a lifelong love of reading for over 50 years.





# A Market Leader In Children's Publishing

As a market leader of children's publishing, and a recognisable household name in children's literature, Scholastic has been helping New Zealand families discover a lifelong love of reading for over 50 years.

You can find Scholastic titles in bookshops and major retailers throughout the nation. You may even have a Scholastic book on your bookshelf without realising, from New Zealand classic stories like *The Little Yellow Digger* to new favourites like *The Dinky Donkey* and global bestsellers like *The Hunger Games* and *Captain Underpants*.

At Scholastic, we want to encourage a love of reading in every child that we hope will stay with them forever.



# The Importance of 10 Minutes a Day

Did you know that just 10 minutes of reading a day will change your child's life?

While that may seem like a big statement to make, numerous studies have consistently shown that 10 minutes exposure to reading materials each day is all it takes to positively shape your child's future.

And this doesn't just include complicated educational texts—any reading materials, be it comic books, novels, picture books, recipes, the television guide or the back of food packets, all count towards your child's daily reading goal.

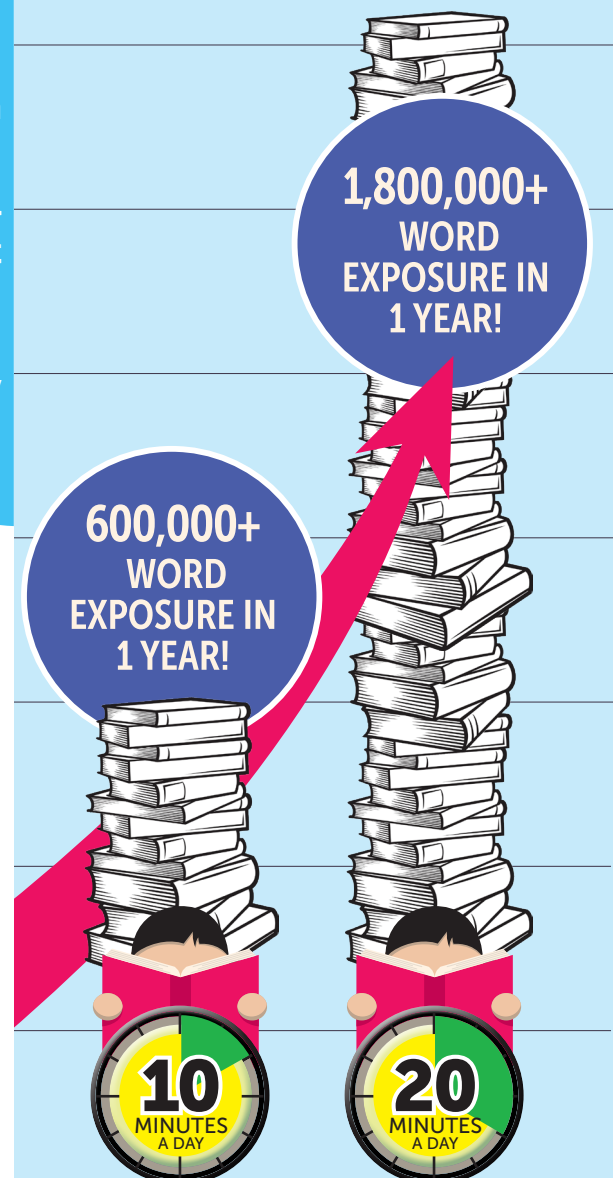
Reading any of these materials for 10 minutes a day exposes your child to more than 600,000 words in one year—interestingly, that's more than double the word exposure of a child who only reads for 5 minutes or less each day.

How can you ensure that you can comfortably set aside some time each day to help your child reach their reading goal? We've put together a few reading tips to help:

- Look through Book Club catalogues with your child and talk about the books you would like to read together. Discuss what you think the books might be about.
- Be a reading role model and let your child see you reading—for enjoyment, for news and for information in cookbooks, magazines, online etc. This way they see that reading is important for many reasons.
- Assign a place in your home for your family's books to show your child that books are special and deserve an organised storage space. Fill your home with lots of reading materials.
- If space allows, create a special area for your child to dedicate to reading. Make sure your child puts aside phones, tablets and any other devices that may form a distraction.
- Tie books and TV/movies together. For example, read about sea life after watching a nature documentary on the ocean. Or, connect books and experiences together. For example, after a school excursion to the zoo, read books about animals.

"Be a reading role model and let your child see you reading."

**ADDING 10 MINUTES OF  
READING  
EVERY DAY  
MATTERS**







# Welcome to Book Club



With numerous studies finding that reading at home is a key factor in a child's lifelong success, Book Club provides a fun and easy way of bringing books into your home.

We believe that reading is for everyone, no matter their age, interests or reading abilities. That's why Book Club offers a wide range of titles in each issue for your child, from popular fiction series and charming new picture books, to fascinating nonfiction titles and hands-on activities that stimulate creativity and encourage problem-solving.

Book Club catalogues arrive at your school up to twice a term during the school year, so make sure you keep an eye out for when it arrives home in your child's school bag!

## How Book Club Works

- 1 Book Club catalogues arrive at school up to twice a term and can usually be found hiding in your child's backpack.

Your child's order is then delivered to their class, ready to take home and be eagerly read.

4



Your school's Book Club  
Organiser will take care of the rest! Every order you place earns your school FREE books and learning resources.

3



Book Club



- 2 Discuss and help your child pick the books they would like to read then order online via our LOOP website or app. LOOP orders are linked to your school in an easy, secure online process.







# Book Club

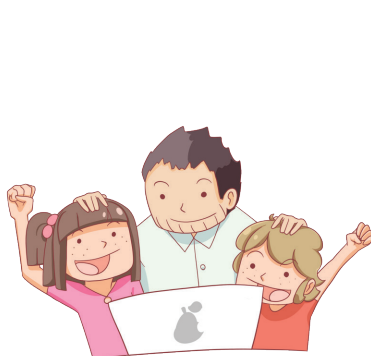
## Our Book Club promise to you

- ✓ Carefully curated**  
 Each issue is specially curated and filled with age appropriate titles that have been carefully selected by our professional booklovers.
- ✓ Value for your money**  
 Your child can take home a book from as little as \$3, because we believe every child deserves to experience independent reading for pleasure.
- ✓ Quality publishing**  
 Book Club gives you access to the best in children's publishing from best-selling authors and illustrators from around the world.
- ✓ Reading is for everyone**  
 We include activity-based items because they help foster your child's interest in the wonderful world of books, and further develop their reading confidence.



## Reward your school!

Every purchase you make earns your child's school Scholastic Rewards that the school can use to purchase valuable educational resources that benefit your child.




Families order from Book Club.



The school earns Scholastic Rewards.



The school redeems Scholastic Rewards for additional resources.



# ACTIVITY-BASED READING

Activity-based reading fosters your child's interest in the wonderful world of books, and helps to further develop their reading confidence.

Reading success is not exclusively for children who are already dedicated bookworms. With some guidance, it is achievable for any child, no matter their interests or abilities.

Your child may not be currently interested in chapter books and novels, but perhaps they're a budding scientist with a keen interest in robotics? Maybe they love to paint and draw and create fun craft projects in their spare time? Maybe they

have a flair for the dramatic and love engaging in some role-playing games, or going on spy missions with their friends?

Using your child's interests is a fantastic way to boost their reading skills without forcing them to read something that doesn't interest them, and that could potentially turn them off reading for pleasure in the future. This is why in each issue of Book Club you will find a range of activity-based items for all ages and interests that cover the four key activity-based reading pathways: Communication, Investigation, Real-world/STEM and Creative Arts.



Look out for these icons on selected products throughout Book Club:



COMMUNICATION



INVESTIGATION



REAL-WORLD/STEM



CREATIVE ARTS

To find out more about how Activity-based Reading can foster your child's interest in the wonderful world of books visit [scholastic.co.nz/growingreaders](https://www.scholastic.co.nz/growingreaders)



# Join Us for National Simultaneous Storytime 2020

LIANZA is excited to partner with ALIA again to bring you National Simultaneous Storytime 2020.

Every year a picture book is read simultaneously in libraries, schools, pre-schools, childcare centres, family homes, bookshops and many other places around the country. Now in its 20th successful year, National Simultaneous Storytime is a colourful, vibrant, fun event that aims to promote the value of reading and literacy.

Scholastic is once again proud to support ALIA in reaching a goal of getting 1 million kids reading.

## WHITNEY and BRITNEY CHICKEN DIVAS

ALIA National Simultaneous  
Storytime 2020 to be celebrated across  
Australia and New Zealand

**WEDNESDAY 27 MAY, 2020**

Join us for National Simultaneous Storytime,  
register your family for FREE at

**[alia.org.au/nss](http://alia.org.au/nss)**  
and get ready to read together



Australian Library and  
Information Association

 **SCHOLASTIC**

**LIANZA**







We're always here to help.



0800 266 525



bookclub@scholastic.co.nz



scholastic.co.nz



SCHOLASTIC