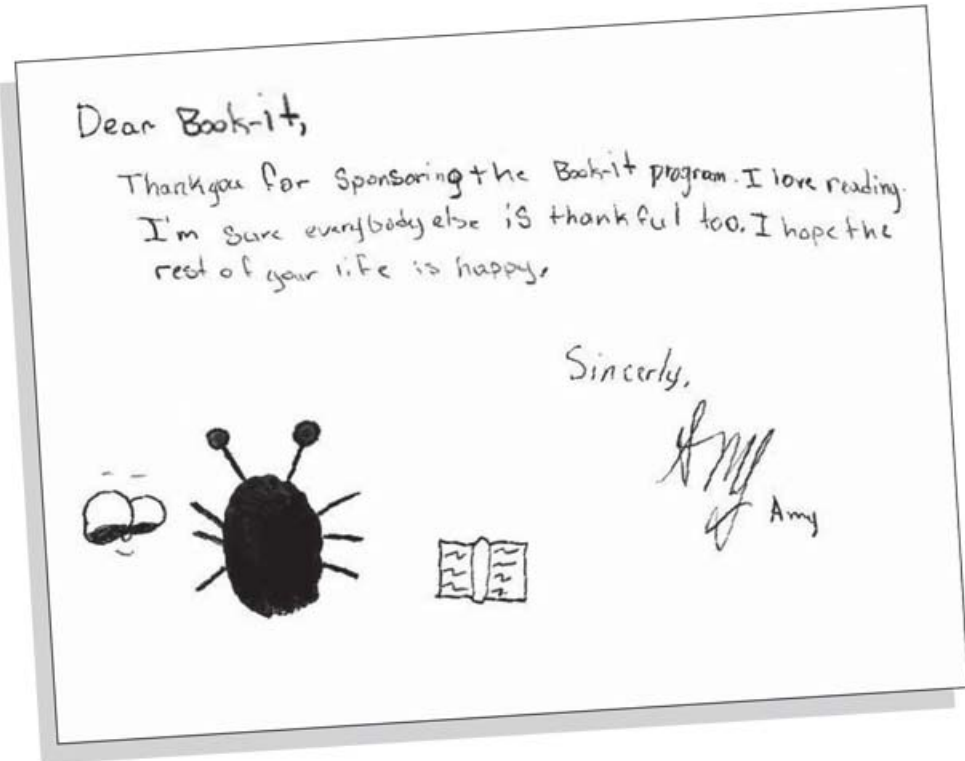




THE BOOK IT![®] PROGRAM MOTIVATES KIDS TO READ MORE...



The BOOK IT! National Reading Incentive Program motivates children to read more by rewarding them for their reading accomplishments. It can be used to enhance programs that teach children how to read, support comprehension and intervention programs, and help parents motivate their children to spend more time reading at home.

**BOOK IT!
TEACHER
MATERIALS
ARE FREE!**

Program Dates: October 1 - March 31

Dear Teacher,

As a parent, I am interested in having my child's classroom participate in the BOOK IT! Program.

Name

Date

Teachers! It is easy to order BOOK IT! materials. Just call 1-800-426-6548 or visit www.bookitprogram.com.