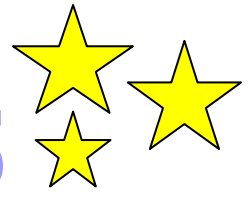


Reach for the Stars



Dear Parents:

Our school just launched a FUN reading-incentive program, *Reach For The Stars!!* This program is sponsored by the publisher Usborne Books and we ask that you encourage your children to participate. The *Reach For The Stars* program will challenge students to read daily and reward them with exciting and fun books of their choice, to keep for their own. The school will also earn lots of books for our library and classrooms!

Here's how it works:

STEP ONE: Students will read as many minutes as they can for the next 2 weeks (if they are not reading yet, this is minutes that are read TO them). Students will record their minutes on the stars of the enclosed reading log. **START READING TODAY!!** We challenge them to read 300 minutes during the 2 week period!

STEP TWO: Help your child(ren) get sponsors to make a pledge to support their reading!! The more pledges they collect, the more books they will get to pick out. **EVERY DOLLAR** collected goes back to the student and the school in the form of Usborne books. **Your child will get 50% of his/her pledge money in Usborne books of his/her choice!** The other 50% of the pledge money will go to the classrooms and library for books and educational materials. This is a 100% return and a win-win for everyone!!

STEP THREE: Go for the **\$100 Challenge!!** If your child collects \$100 or more in pledges, he/she will also receive a BONUS KID KIT (see attached page for details).

STEP FOUR: Turn in the reading log and pledge money from **Monday, Oct. 2nd through Wednesday, Oct. 4th.** (Reminders will be sent home with your child). Please make checks payable to: ABC Elementary.

STEP FIVE: Students will pick out their books (equal to 50% of the pledge money he/she collected) on Friday, October 6th during school. Or, you and your child can view the books online at www.ubah.com/W0480 and write their choices on the enclosed "Wish list" page. (please include at least three alternate choices on your wish list).

*Students will receive their books to take home within 2 weeks of the shopping day!!

**Thank you for supporting this highly rewarding reading-incentive program!
Together we can encourage the joy of reading in all our children!**

If you have any questions regarding the *Reach For The Stars* program, please contact the Usborne Books Representative directly:

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