



Parents/Caregivers,

Program Dates: October 1, 2014 — March 31, 2015

The only way to get better at reading is to *do* it. So, with the help of the BOOK IT!® Program, our class will be “reading our hearts out” for the next six months. The BOOK IT! Program is all about turning kids who read because they *have* to into kids who read because they *WANT* to.

Through **BOOK IT!**, your child has the opportunity to earn Reading Award Certificates by meeting monthly reading goals that I will set.

The **Reading Award Certificate** can be redeemed at Pizza Hut® where your child will receive their very own free, one-topping Personal Pan Pizza® to celebrate their reading accomplishment. There is no purchase necessary and the pizza can be taken to go.

On the first visit, they will also receive an official BOOK IT! Passport to Reading and sticker to track their reading progress throughout the program months. On subsequent visits, they will get another free Personal Pan Pizza and sticker to add to their passport.



Give your child(ren) a gift that will last a lifetime.

Go to **www.readyourheartout.com** and make the promise to read with your child for BOOK IT! official. Together, we can raise a reader!

Teacher's Signature



- * To establish a daily reading routine at home
- * To fuel the desire to read through great books
- * To “read our hearts out” and celebrate reading achievement

Abbreviated Sweepstakes Rules: *NO PURCHASE NECESSARY. Void where prohibited by law or school district/board. Sweepstakes is open to all K-6 students participating in the BOOK IT! Program within the 50 United States and D.C. Begins 10/1/14; ends 5/1/15. Official Rules located at www.pizzahut.com/bookit/fairytalegiveaway. This printable is reproducible. The Pizza Hut name, logos, and related marks are trademarks of Pizza Hut, Inc. Designed by Kidzsmart.



READING ALOUD MATTERS

In his best-selling book, *The Read-Aloud Handbook*, author Jim Trelease stresses a greater need for teachers (and parents) to read aloud to their children and students, regardless of their age. Whether you think the kids won't be interested or that they might be too old, or that technology has taken away from the read-aloud experience, the seeds of enthusiastic readers are being planted by the example of those around them.

This is an excerpt from Jim Trelease's *The Read-Aloud Handbook* about a mother he met at a conference and the incredible story of her son, Derek.

“ Upon investigation, I learned that Derek's mother did not start reading to him when he was three. Beginning with the day he was born, she did not let a day go by without a book—often more than one. She began with Jack Prelutsky's *Read-Aloud Rhymes for the Very Young*, along with nursery rhymes. What started as a handful of books from the library grew into bagsful of books, so by three he was ready for his first novel.

By four years of age, he had taught himself to read. Not with a commercial phonics program, however. One thing can be said in favor of such products: they're right when they say, “there are only forty-four sounds in the English language.” And all of those forty-four sounds—every ending, blending, and diphthong—can be found in *Goodnight Moon* and *Make Way for Ducklings* and *Charlotte's Web*. Which is just the way Mrs. Kline gave them to Derek. Although she was trained as a teacher, she did no formal teaching with Derek other than to answer his questions and read to him.

Now I want you to jump ahead to the day Derek sat down at the kindergarten learning table for the first time. Think about the dozen novels he'd heard by that day; the thousand picture books he'd heard, as well as the ones he'd read himself; and the tens of thousands of words he knew from all those readings. And then I want you to think about the child on his left and the one on his right—who, if they were typical American kindergarten children, had heard no novels and only a handful of tired picture books over the last five years. Which child had the larger vocabulary with which to understand the teacher? Which one had the longer attention span with which to work in class? ”

Text used with permission by Jim Trelease from *The Read-Aloud Handbook*.

Finish the story and learn more about the not-so-secret secret behind Derek's success at: pizzahut.com/bookit/parents

NEW! Free BOOK IT!® Mobile App
(Available in the App StoreSM and Google PlayTM)



Join your child on a reading adventure!
The more time spent reading, the more gold they can earn to exchange for gear to transform their own dragon avatar. Download the mobile app—reading every day will become a habit the whole family looks forward to sharing!

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