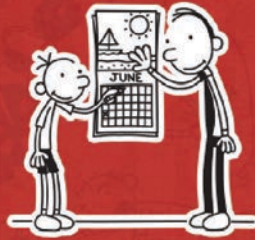




SUMMER READING CHALLENGE



JUNE 22-AUGUST 15, 2015
BOOKITSUMMER.COM

BEAT THE "SUMMER SLIDE"

Research shows that children without access to summer learning opportunities lose up to one month of grade level equivalency. Starting June 22, defeat the "summer slide" by keeping your child(ren) reading aloud with the BOOK IT! Summer Reading Challenge! With a goal of collectively reading 1 million minutes by August 15, the Summer Reading Challenge incorporates reading with fun activities like interacting with the Wimpy Kid gang, daily rewards for recording reading minutes and a chance for your child(ren) to win awesome BOOK IT! prizes just for reading five books!

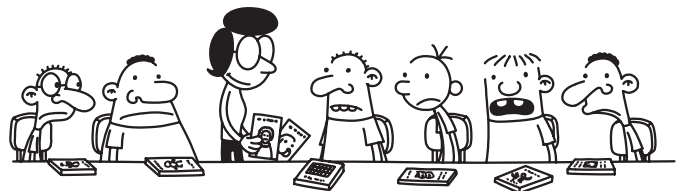
HERE'S HOW IT WORKS

READ
5 books

PLAY
bookitsummer.com

LOG
1 million minutes

WIN
Prizes



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NO PURCHASE NECESSARY. VOID IN PUERTO RICO AND WHERE PROHIBITED. Open to parent/guardian at least 18 residing in 50 U.S. and D.C. with a child in K-6 grades and participating in the BOOK IT! program. Sweepstakes period 6/22-8/15/15. Official Rules: bookitsummer.com