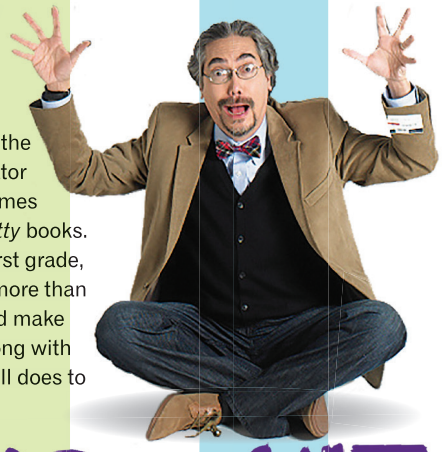
SHOW US HOW GREAT YOUR FAIR WAS WITH PHOTOS AND A SHORT ESSAY!

ENTER THE NATIONAL ELEMENTARY SCHOOL CONTEST

FOR A CHANCE TO WIN A PERSONAL VISIT FROM

NICK BRUEL

PLUS 2,000 SCHOLASTIC DOLLARS™!



Nick Bruel is the author and illustrator of the New York Times bestselling *Bad Kitty* books. When he was in first grade, he loved nothing more than to write stories and make drawings to go along with them, which he still does to this day.

BAD KITTY

One first-place winning school will receive a personal appearance by author Nick Bruel, plus 2,000 Scholastic Dollars.

Four individual second-place winning schools will each receive a credit of 1,000 Scholastic Dollars.

Up to eight individual schools will be selected for exceptional performance in a single area related to promoting or conducting the Book Fair. Each winning school will win a credit of 500 Scholastic Dollars.

ELIGIBILITY:

NO PURCHASE NECESSARY. Contest open to all preschools, elementary, and K-8 schools in the United States and D.C. that conduct a Scholastic Book Fair between December 19, 2015 and May 9, 2016. Entries must be postmarked by midnight on May 13, 2016. Void where prohibited by law. Book Fairs conducted between May 10, 2016 and December 13, 2016 will be eligible for the Fall 2016 contest. Employees, contractors, advisory board members, and members of their families living in the same household, of Scholastic Book Fairs®, Inc., its parent, subsidiaries, brokers, distributors, dealers, retailers, affiliates, and advertising, promotion, and production agencies, are not eligible to enter.

PRIZES:

FIRST PLACE: One first-place winning school will receive a credit of 2,000 Scholastic Dollars redeemable through the Scholastic Dollars Catalog or at a Scholastic Book Fairs warehouse location, plus a personal appearance by author Nick Bruel.

SECOND PLACE: Four individual second-place winning schools will each receive a credit of 1,000 Scholastic Dollars redeemable through the Scholastic Dollars Catalog or at a Scholastic Book Fairs warehouse location.

PRESIDENT'S AWARD: Up to eight individual schools will be awarded the President's Award for Exceptional Performance. Judges will select up to eight individual schools who performed exceptionally in a single area related to promoting or conducting the Book Fair, including but not limited to: theme, decorations, advertising tactics, student engagement activities, volunteer team effectiveness, Book Fair rally, principal/faculty involvement activities, Family Event, All for Books™, Grand Event, or What Would You Do for Reading?® challenge. Each winning school will win a credit of 500 Scholastic Dollars redeemable through the Scholastic Dollars Catalog or at a Scholastic Book Fairs warehouse location.

Scholastic Dollars awarded must be redeemed within 180 days from the date of issuance.

HOW TO ENTER:

Complete the official entry form and send us your story about how you planned and conducted the most successful Book Fair event your school has ever seen (500-word maximum). Provide details on ideas and strategies that you and your volunteer team developed and implemented to attract and increase student and adult interest in the Book Fair, as well as in books and in reading. Include information on activities, programs, contests, challenges, special events, and advertising strategies used to promote your Book Fair, as well as to encourage students, parents, grandparents, and faculty to attend and participate in the Book Fair and in reading activities. Be sure to include photographs of materials and activities of your volunteer team in action. Please provide printed copies of photos and the 500-word essay. Electronic submissions, incomplete or illegible entries will not be considered. A complete set of guidelines for preparing your entry, as well as an entry checklist and additional entry forms can be accessed at scholastic.com/bookfairs/contest.

MAIL YOUR ENTRY TO:

Scholastic Book Fairs • Spring 2016 National Elementary School Contest #25
1080 Greenwood Blvd. • Lake Mary, FL 32746

WINNER SELECTION:

Eligible entries will be evaluated and winners selected based on the following equally-weighted criteria: • Originality and creativity of ideas, activities, themes, materials, and programs developed to promote the Book Fair, books, and reading. • Quantity and effectiveness of ideas and activities organized and executed by the chairperson and volunteer team to attract and increase student, parent, grandparent, faculty, and community interest in the Book Fair, books, and reading. Entries will be judged on content, not presentation. Entries will be judged by marketing professionals from Scholastic Book Fairs, Inc. Guidelines for preparing a complete entry, as well as an entry checklist and additional entry forms can be accessed at scholastic.com/bookfairs/contest.

OFFICIAL ENTRY FORM Spring 2016 National Elementary School Contest #25

School name _____ Book Fair account number _____ Book Fair ID _____

School address _____ City _____ State _____ Zip _____

School phone number _____ Email _____

Chairperson name _____ Alternate phone number _____

Book Fair dates _____ Number of volunteers _____ Book Fair total gross sales _____

School enrollment _____ School grade levels _____

Mail to: Scholastic Book Fairs Spring 2016
National Elementary School Contest #25
1080 Greenwood Blvd.
Lake Mary, FL 32746

Attach completed Entry Form to your description of results (500 words or less) along with supporting photos.
You can also download an entry form, and view guidelines and a checklist, at **scholastic.com/bookfairs/contest**

☐ I want my contest entry returned. I've enclosed $5 for shipping and handling.
Entries accompanied by a check or money order (no cash) payable to Scholastic Book Fairs in the amount of five dollars ($5) for shipping and handling, will be returned after 90 days from the date of the official winner announcement.

M16S361907

© 2016 Scholastic Inc. 12702 Printed in the U.S.A. BF#361907