

Show us how great your Fair was with photos and a short essay!



Available after September 28!

# ENTER THE NATIONAL ELEMENTARY SCHOOL CONTEST

## for a chance to win a personal visit from MAX BRALLIER Plus 2,000 Scholastic Dollars™!



MAX BRALLIER is the *New York Times* best-selling author of more than 30 books and video games, including the middle-grade monster-zombie series *The Last Kids on Earth*. Under the pen name Jack Chabert, he is the author and creator of the Eerie Elementary series for Scholastic. Follow Max on Twitter @MaxBrallier, Like him on Facebook at FB.com/MaxBrallierAuthor, or visit him at MaxBrallier.com.

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

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

**Up to 12** individual schools will be selected for exceptional performance in a single area related to promoting or conducting a Book Fair. Each winning school will receive a credit of 500 Scholastic Dollars.

#### ELIGIBILITY:

**NO PURCHASE NECESSARY.** Contest open to all preschools, elementary, and K-8 schools in the U.S. and D.C. that conduct a Scholastic Book Fair between June 2, 2018 and December 31, 2018. Entries must be postmarked by midnight on January 4, 2019. Book Fairs conducted between January 1, 2019 and May 31, 2019, will be eligible for the Spring 2019 contest. Void where prohibited by law. 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 its 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 Max Brallier.

**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:** At least 12 individual schools will be awarded the President's Award for Exceptional Performance. Judges will select up to 12 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™*, Grandparent Event, or *What Would You Do for Reading?®* challenge. Each winning school will receive a credit of 500 Scholastic Dollars redeemable through the *Scholastic Dollars Catalog* or at a Scholastic Book Fairs warehouse location.

Scholastic Dollars 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, and 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.](http://scholastic.com/bookfairs/contest)

#### MAIL YOUR ENTRY TO:

Scholastic Book Fairs, Fall 2018 National Elementary School Contest #30, 1080 Greenwood Blvd., Lake Mary, FL 32746

#### WINNER SELECTION:

Eligible entries will be evaluated and winners selected based on the following equally-weighted criteria:  
1. Originality and creativity of ideas, activities, themes, materials, and programs developed to promote the Book Fair, books, and reading.  
2. 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. Winners will be notified the week of February 4, 2019 by mail, email, and/or telephone. Each winner will be required to sign, have notarized, and return an Affidavit of Eligibility and Release form. Both forms must be returned within seven (7) days of prize notification or an alternate winner may be selected. [Guidelines for preparing a complete entry, as well as an entry checklist and additional entry forms can be accessed at scholastic.com/bookfairs/contest.](http://scholastic.com/bookfairs/contest)

For complete Official Rules, go to [scholastic.com/bookfairs/contest](http://scholastic.com/bookfairs/contest).

### OFFICIAL ENTRY FORM Fall 2018 National Elementary School Contest #30

School name \_\_\_\_\_ Book Fair account number \_\_\_\_\_ Book Fair ID \_\_\_\_\_

School address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

School phone number \_\_\_\_\_ Email \_\_\_\_\_ School Facebook page \_\_\_\_\_

Chairperson name \_\_\_\_\_ Alternate phone number \_\_\_\_\_

Book Fair dates \_\_\_\_\_ Number of volunteers \_\_\_\_\_ Book Fair total gross sales \_\_\_\_\_

School enrollment \_\_\_\_\_ School grade levels \_\_\_\_\_

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](http://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.

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Lake Mary, FL 32746

