

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
New York Times best-selling author

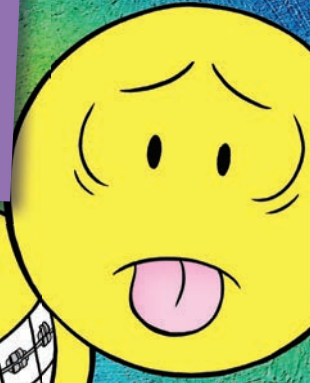
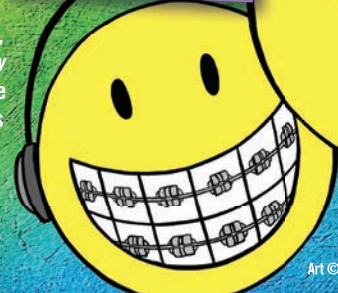
Raina Telgemeier

Plus 2,000 Scholastic Dollars™!



Photo by Joseph Fanou

Raina Telgemeier is the author and illustrator of the graphic novels *Smile*, *Sisters*, *Drama*, and *Ghosts*, all #1 *New York Times* bestsellers. Her interactive journal, *Share Your Smile*, encourages budding creators to try their hand at telling their own stories. Raina also adapted and illustrated four graphic novel versions of Ann M. Martin's *Baby-sitters Club* series.



Art © 2019 by Raina Telgemeier.

1 FIRST-PLACE

winning school will receive a personal appearance by author **Raina Telgemeier**, plus **2,000** Scholastic Dollars.

4 SECOND-PLACE

winning schools will each receive 1,000 Scholastic Dollars.

UP TO 12

individual schools will be selected as Presidents Award Winners for exceptional performance in a single area related to conducting a Book Fair. Each winning school will receive 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 1, 2019 and December 31, 2019. Entries must be postmarked by midnight on January 3, 2020. Book Fairs conducted between January 1, 2020 and May 31, 2020, will be eligible for the fall 2020 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 Raina Telgemeier.

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 12 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*™, 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 scholasticbookfairs.com.**

MAIL YOUR ENTRY TO:

Scholastic Book Fairs, Fall 2019 National Elementary School Contest #32, 1080 Greenwood Blvd., Lk 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 3, 2020 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.

For complete Official Rules, go to scholasticbookfairs.com.

OFFICIAL ENTRY FORM Fall 2019 National Elementary School Contest #32

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 _____

Mail to: Scholastic Book Fairs
Fall 2019 National Elementary School Contest #32
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 scholasticbookfairs.com.

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.