Scholastic Book Fairs®

BOOK FAIR Jungle

Elephants, Tigers, and Books, OH MY!

PROMOTION GUIDE

Free Promotional Books

Use these books to support your efforts in promoting your Book Fair Jungle!

$60 in **FREE BOOKS** to use as prizes for promotional classroom contests, book talks or teacher previews.

PLUS

$50 in **FREE BOOKS** to bring even more fun and excitement to your Family event.*

*One Draw per school per Book Fair

Select your FREE promotional books directly from the current Book Fair!

SCHOLASTIC

Spread the News!

Get the word out early so everyone knows about the Book Fair and Family Events!

Advertise

Place an article in the school **newsletter,** post on **social media** and on the school **website** with details about your Book Fair and Family Events. Display Book Fair dates on the school **marquee**.

Booktalk!

Start the Book Fair excitement with **Book Talks**! Ask your Consultant about our popular Book Talk in-a-Box program.

Bulletin Board

Ask students to design and decorate a themed **bulletin board**, located near the school entrance or main office.

Parent Focus

Send Parent Letters and **Highlights flyers** home with students one (1) week before the Fair (see Printable Resources section of our website for a sample letter).

Social Media

You can customize our social media templates to recruit volunteers, share goal, dates & times. **Click here!** and use #mybookfair

TIP

Ask your **Principal** to read a **Book Blurb** every morning leading up to, and during, your Book Fair!

P.A. Skits & Book Blurbs

Use morning announcements to promote your Book Fair and Family Events.
Ask **student volunteers** to read this skit over the PA system to get everyone excited.

Pre-Fair Script

Roar, Squawk and Trumpet the News! Our Book Fair is [INSERT DATES] and everyone is invited! It will be a Jungle adventure in reading with games, contests, activities and more! If you bring your family to the Book Fair, you have a chance to win FREE BOOKS! See you in the Jungle!

During Fair script

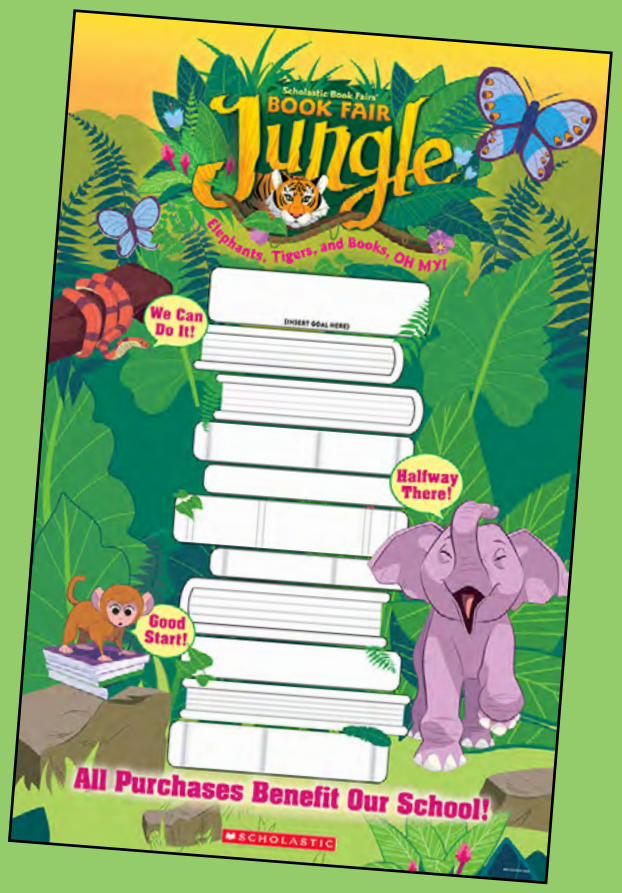
Elephants, Tigers and Books, OH MY! Time to get Wild for Reading at our Book Fair. What are you waiting for? Start your Book Fair Jungle adventure in [BOOK FAIR LOCATION]...there are only [INSERT NUMBER] days left. See you there!

Share Your Book Fair Goals!

Families and the community will be excited to support the Book Fair when they know your goals to bring books and educational resources to your school.

Go wild with your creativity – these ideas are roaring good fun and let everyone know what you hope to achieve with your Book Fair! This is an excellent activity for your **Student Crew!**

Download **detailed instructions** to make these jungle adventure crafts!



Let everyone know your goals in as many places as possible!

Let your community know about your Book Fair goals using our **themed social media templates**. These are also located on the **Printable and Downloadable Resources** page.

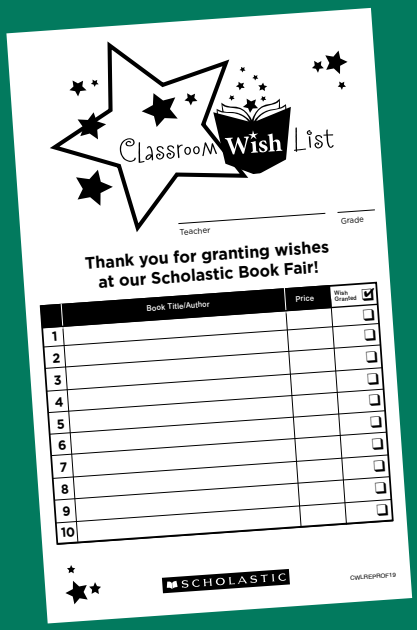
Support Classroom Libraries

Classroom Wish Lists support the efforts that teachers make to keep their classroom libraries current so students continue reading after the Book Fair.

Your Book Fair Preview Event is the perfect time to have teachers fill out their Classroom Wish List! Check out the Preview Event How-To-Guide!

TIP

Get your Principals involved with the **"Shelfie" contest** and your school has the chance to win $250 in books!

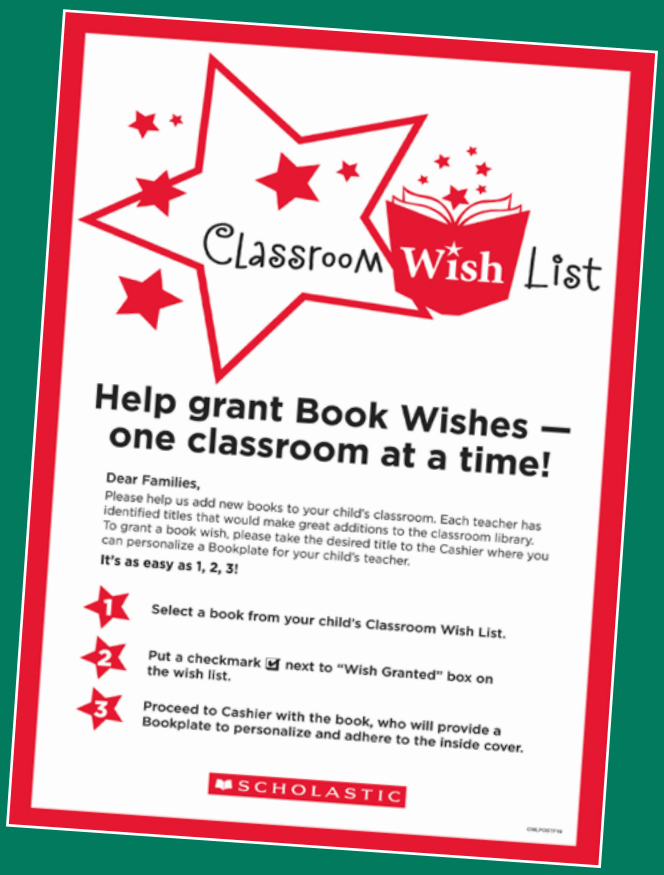

Classroom Wish List

Teacher _____ Grade _____

Thank you for granting wishes at our Scholastic Book Fair!

	Book Title/Author	Price	Wish Granted ☑
1			☐
2			☐
3			☐
4			☐
5			☐
6			☐
7			☐
8			☐
9			☐
10			☐

SCHOLASTIC CWLREPROF19


Classroom Wish List

Help grant Book Wishes — one classroom at a time!

Dear Families,

Please help us add new books to your child's classroom. Each teacher has identified titles that would make great additions to the classroom library. To grant a book wish, please take the desired title to the Cashier where you can personalize a Bookplate for your child's teacher.

It's as easy as 1, 2, 3!

1. Select a book from your child's Classroom Wish List.
2. Put a checkmark ☑ next to "Wish Granted" box on the wish list.
3. Proceed to Cashier with the book, who will provide a Bookplate to personalize and adhere to the inside cover.

SCHOLASTIC

Get your **Student Crew** involved! How about a jungle print table cloth with a catchy display header to draw attention to the teacher's smiling faces posted with their **Classroom Wish List?** Or create a Reading Tree with all the **Classroom Wish Lists?**

Build Excitement!

Generate plenty of fun and anticipation among students and staff.

TIP

Use your $60 promotional allowance for contest prizes that can come right from your fair!

On the Right Track

Use coloured chalk or paper cutouts leading to the doors of the Book Fair.

Estimation Station

Create an Estimation Station with guessing games! Invite kids to guess the number of jungle vines, frogs, worms or bananas in a jar!

Story Starter

Ask your students to write their own story starter using the reproducible at the end of this guide. Post the stories at the entrance to your fair so children can show their families.

Door Decorating

How about a door decorating contest? The winning class is first to preview the Book Fair!

Dress-up

A jungle adventure is perfect for dressing-up and discovering books!

For more ideas, attend BEYOND THE BASICS webinar!

Decorating has never been so easy!

Our Book Fair Jungle **Decorating Kit** adds instant excitement to your Book Fair – available using **Rewards!** Limited quantity - **order yours today by calling 1-800-268-3848 or ask your Consultant.**

There are so many ways to use your Book Fair Jungle Decorating Kit!

- Photo booth set-up
- Create a grand entrance to your fair
- Set the stage for Booktalking in the library
- The table skirt draws attention to your Feature Book display

Family Events for kids and parents to discover a Jungle of Books!

Get the word out early so everyone can save the date for this special time to celebrate reading together.

Social Media — Use **social media** to promote your Family Events early, so parents can save the date in their calendar! Encourage parents to post memories of visiting the Jungle Book Fair using #mybookfair

Themed Invitations — A perfect craft for your Student Crew! Who can resist a special invitation to a Book Fair Family Event?

Student Showcase — Display contest entries, artwork, poems, stories and other theme-related items created by students.

Classroom Wish Lists — Encourage teachers and families to grant book wishes. Invite local businesses to take part by donating Wish List books.

Activity Corner — Set up a special area for younger children to read, colour, make crafts or play games using the reproducibles at the end of this guide. Ask a member of your **Student Crew** to supervise while parents shop!

Photo Booth — Ask volunteers to use some simple props for a photo booth and capture family reading memories! The volunteer takes the picture for parents and reminds them to post it on social media using #mybookfair

Facepainting — Everyone LOVES facepainting! This is a wonderful way to get your community and **Student Crew** involved!

Grand Events — Bridge the generation gap with a love for books! Get creative with your Grand Event and share it on social media using #mybookfair

Download **detailed instructions** to make these jungle adventure crafts!

Tigers, snakes & elephants are wild fun!

Using some simple and inexpensive materials, your Jungle Craft Corner will by a wild, jungle of fun for kids and families! For more ideas, join our **Beyond the Basics webinar!**

Download **detailed instructions** to make these jungle adventure crafts!

For more ideas, attend BEYOND THE BASICS webinar!

PLEASE FEED THE ANIMALS!

Local grocery stores, bakeries, and businesses love to donate food and beverages! Approach those businesses with the **Partners in Reading Letter** found on the **Printable and Downloadable Resources** page on the **Scholastic.ca/bookfairs** site (scroll to the bottom). Donated prizes are perfect for Family Events.

STORY STARTER

Deep in the jungle, where tigers roam and monkeys swing from branch to branch, you suddenly hear a loud squawk coming from high above in a tree...

SCHOLASTIC

Scholastic Book Fairs **JUNGLE** Contest Ballot

Name: _____

Teacher/Grade: _____

_____

SCHOLASTIC

Scholastic Book Fairs **JUNGLE** Contest Ballot

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Teacher/Grade: _____

_____

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_____

SCHOLASTIC

Scholastic Book Fairs **JUNGLE** Contest Ballot

Name: _____

Teacher/Grade: _____

_____

SCHOLASTIC

JUNGLE

Contest Winner Certificate*

This certificate entitles _____
(Student's Name and Grade)

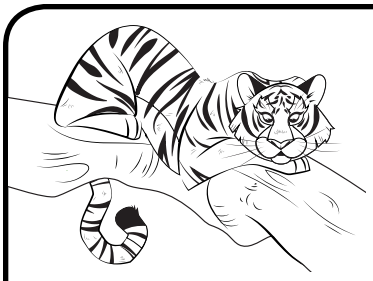
the winner of the _____ contest

to _____!

Congratulations!

SCHOLASTIC

* No cash value – certificate must be redeemed at current Book Fair – **do not** return with your payment



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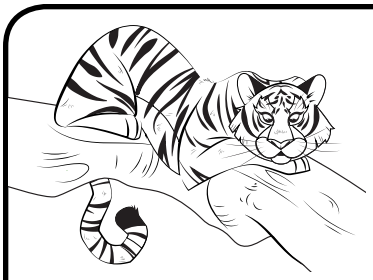

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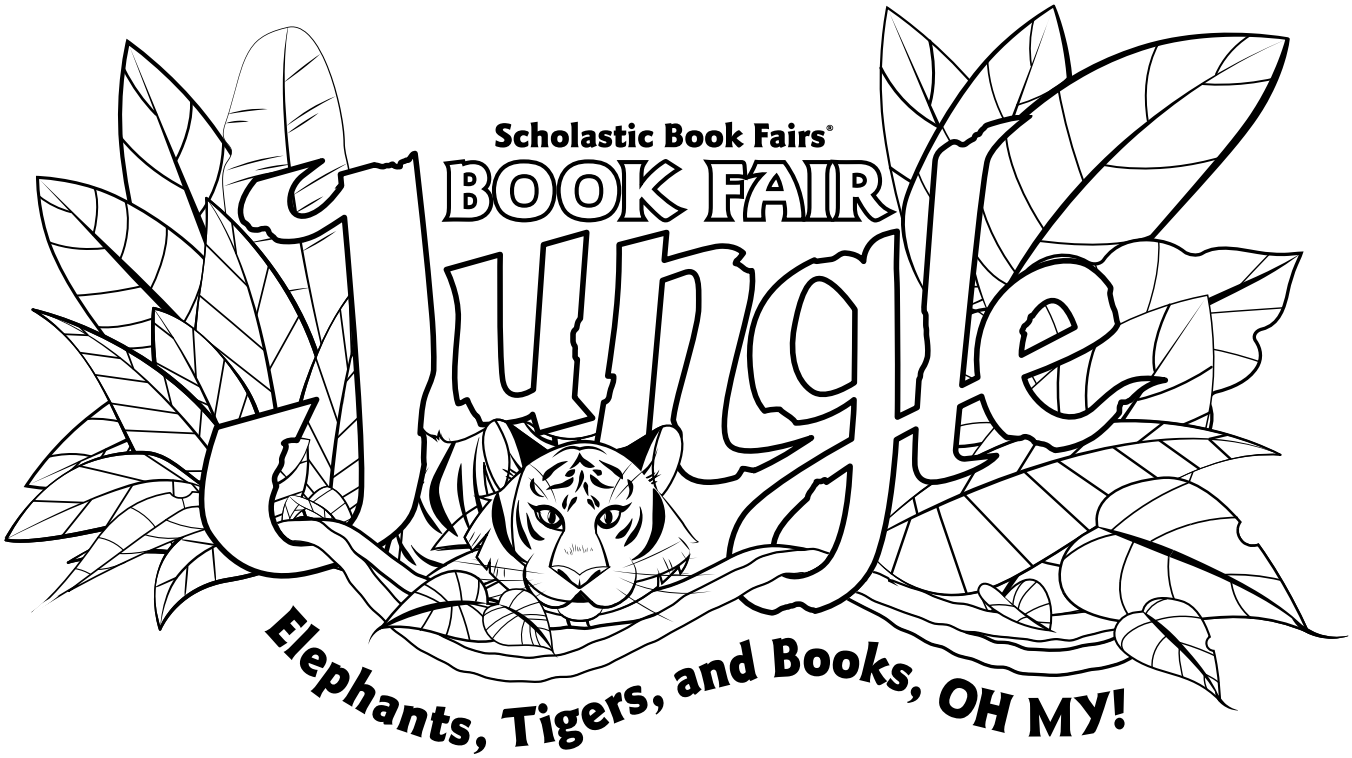


Book Fair: _____

Family Event: _____

Please sign up today!

YES, I want to help at our Scholastic Book Fair!

Name: _____

Daytime Phone: _____

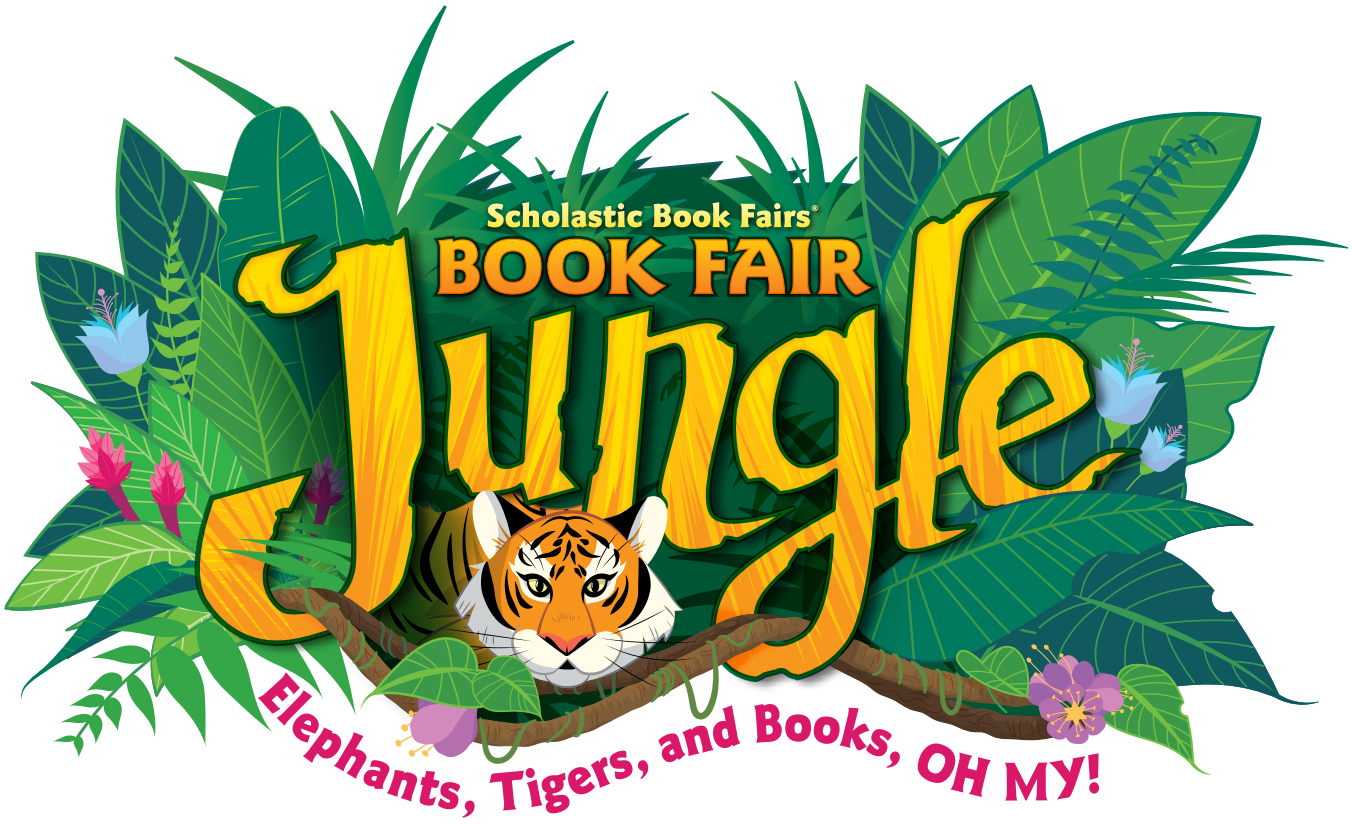
Evening Phone: _____

Dates & Times I Can Volunteer: _____

_____

SCHOLASTIC

VOLUNTEERS NEEDED!



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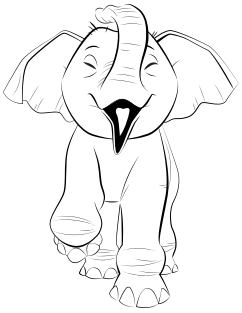
SCHOLASTIC

JUNGLE

Volunteer



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SCHOLASTIC

JUNGLE

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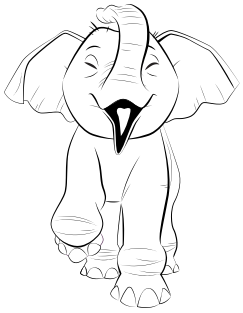

Name: _____

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JUNGLE

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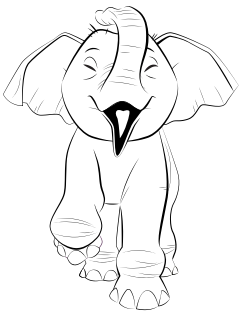

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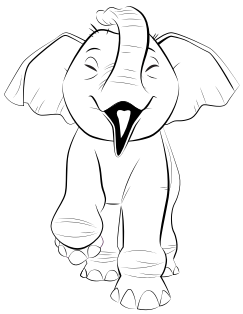
JUNGLE

Volunteer



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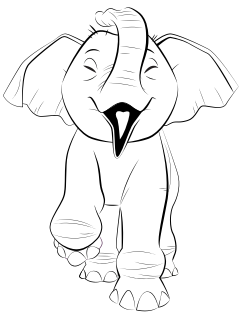

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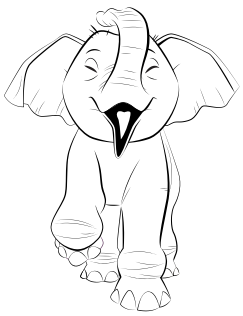

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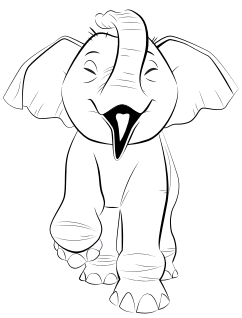

Name: _____

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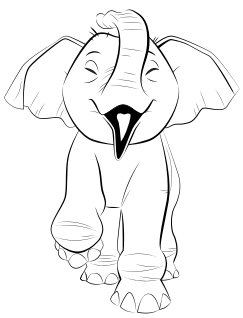
JUNGLE

Volunteer



Name: _____

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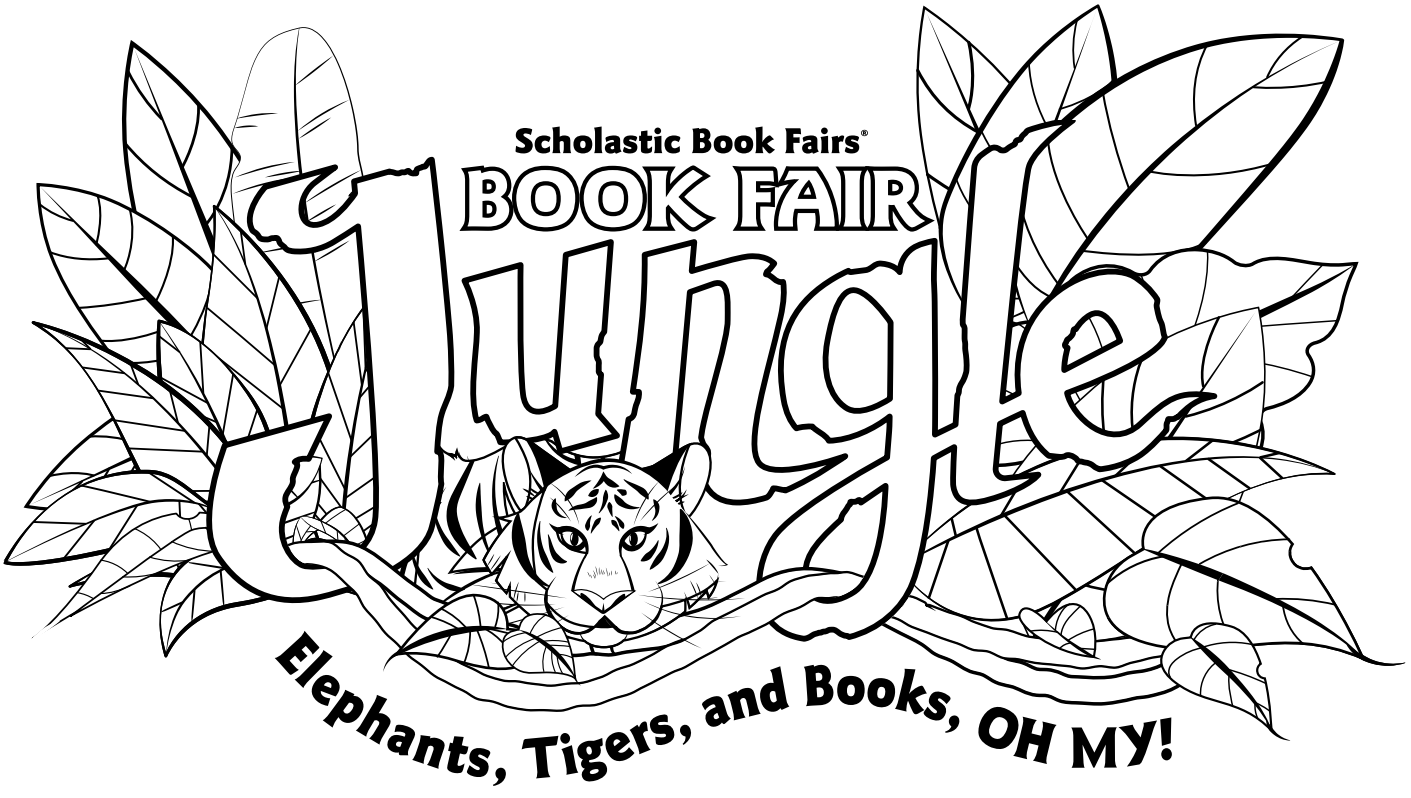
Ask volunteers to wear these name badges to be easily recognized during the Fair and Family Event.

You're Invited to
OUR FAMILY EVENT



Dates/Time: _____

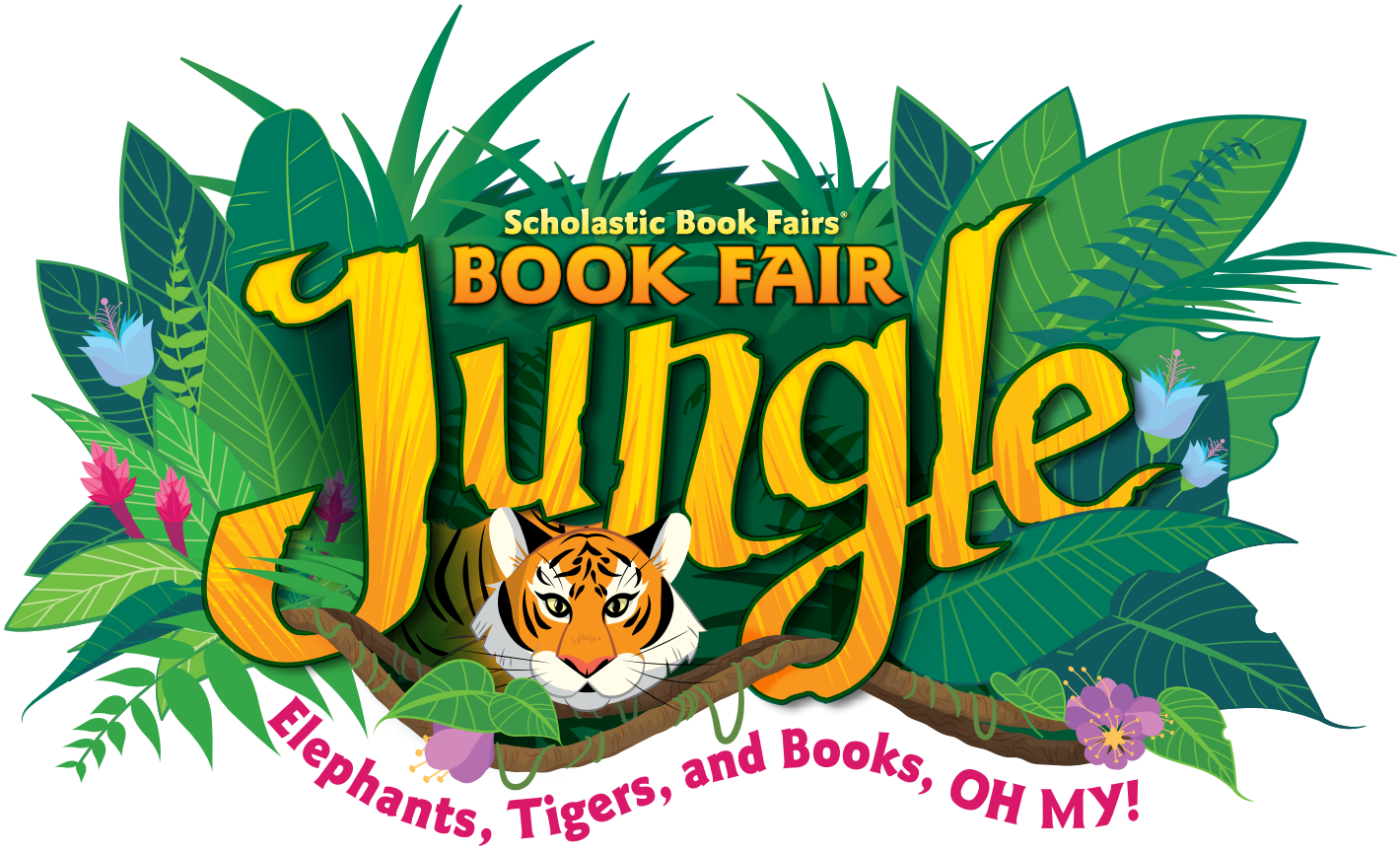
Place: _____

VISA MasterCard AMERICAN EXPRESS

At participating schools

SCHOLASTIC

You're Invited to
OUR FAMILY EVENT



Dates/Time: _____

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VISA MasterCard AMERICAN EXPRESS

At participating schools

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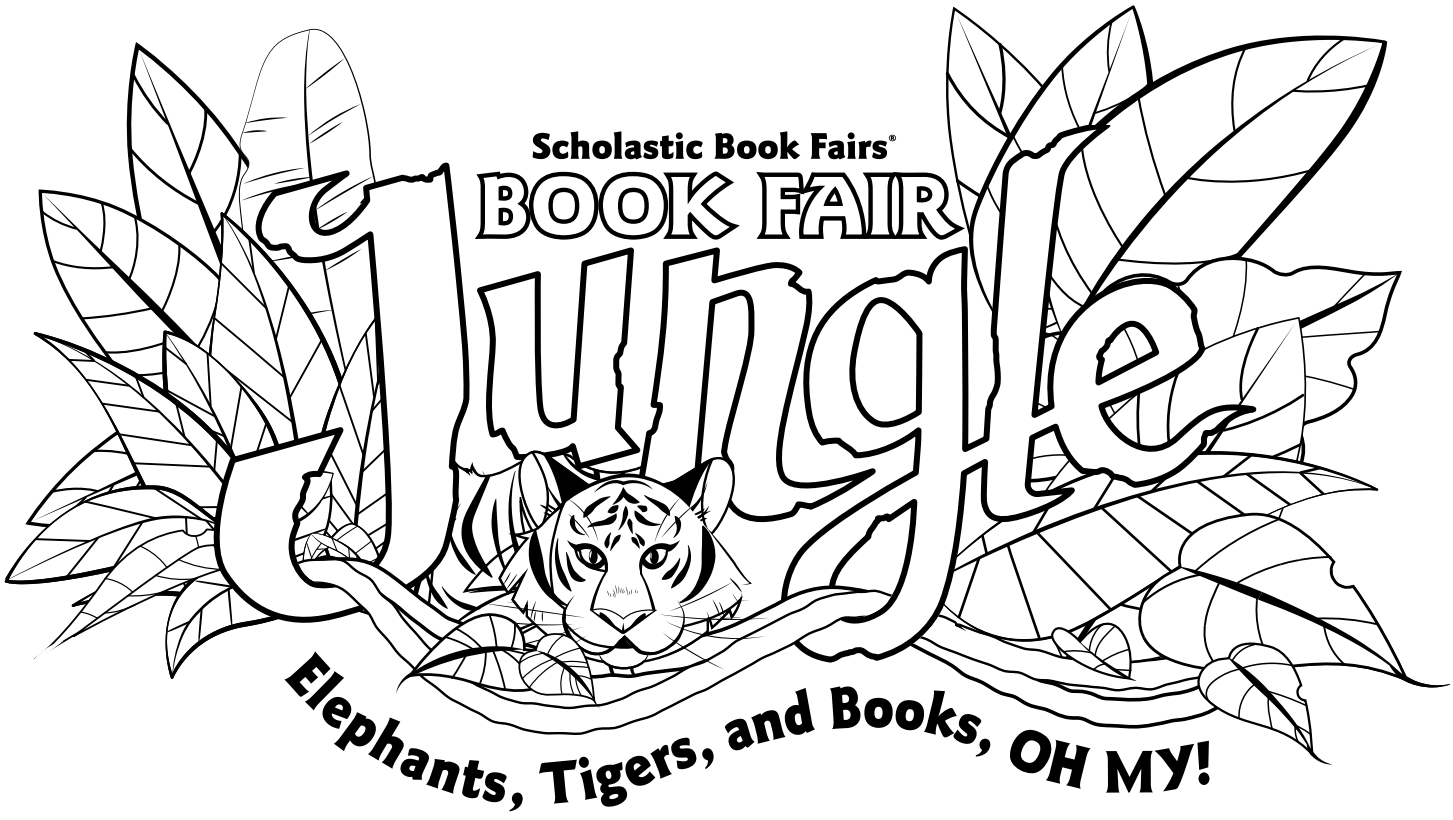
COME TO OUR



Dates | Times | Place

_____

_____

All purchases benefit our school!

SCHOLASTIC

COME TO OUR

Scholastic Book Fairs®

BOOK FAIR Jungle

Elephants, Tigers, and Books, OH MY!

Dates | Times | Place

_____

_____

All purchases benefit our school!

SCHOLASTIC

Come to Our

JUNGLE BOOK FAIR

SCHOLASTIC

Come to Our JUNGLE BOOK FAIR

SCHOLASTIC

Come to Our
JUNGLE
BOOK FAIR
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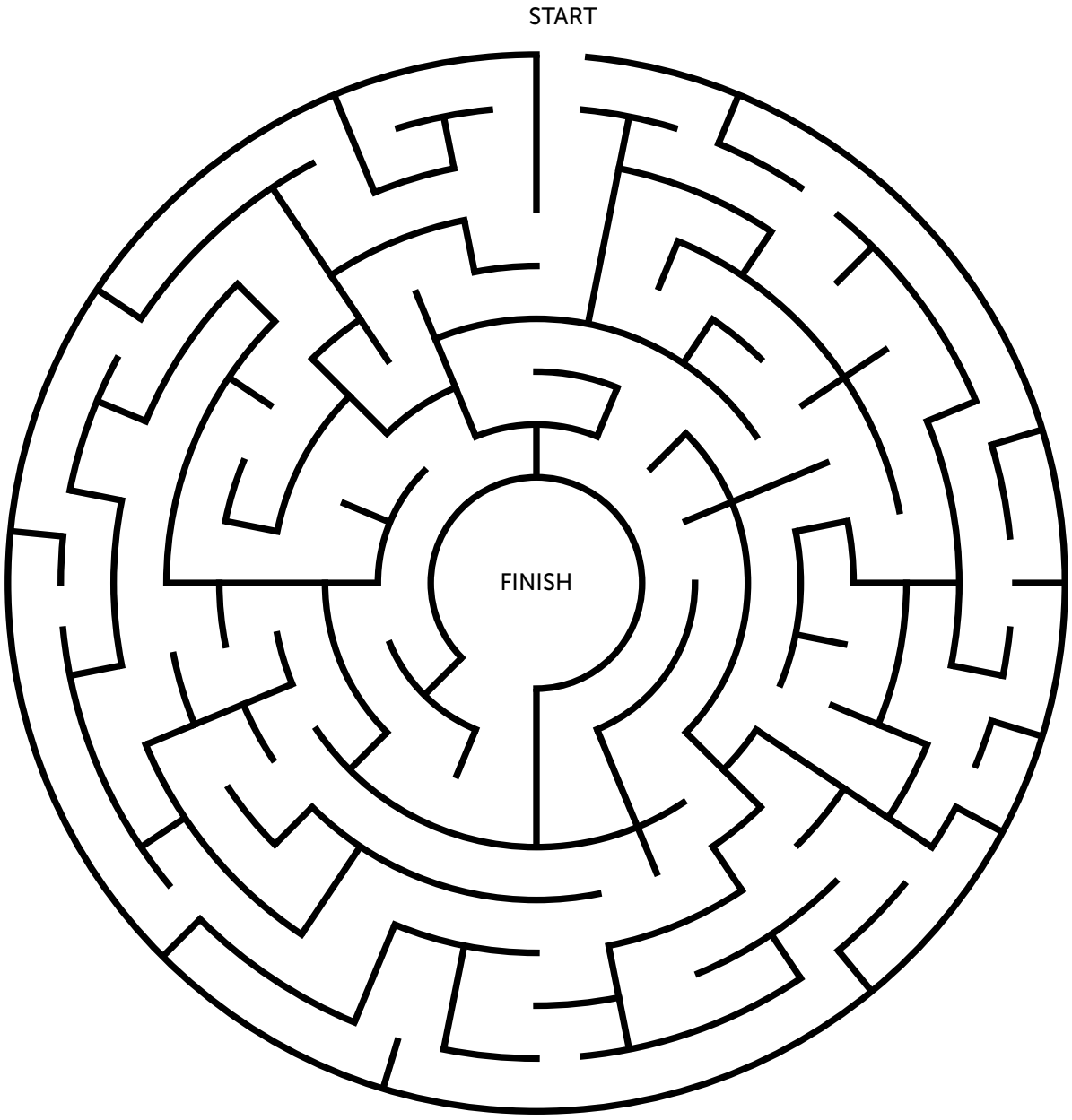
Come to Our
JUNGLE
BOOK FAIR
SCHOLASTIC

JUNGLE
Maze



Fair Dates: _____

Name: _____

Photocopy this page and hand out to younger students to do the activity and colour.
Display in hallways and on classroom doors to help promote your Fair.

Answers are on the last page

SCHOLASTIC

JUNGLE
Word Search

A	S	E	D	A	E	S	L	P	S	N	G	H	V
S	R	N	F	E	A	S	S	K	T	T	Y	Y	W
E	K	N	G	L	E	R	S	E	N	I	V	E	E
E	I	T	O	N	O	E	V	K	K	W	L	K	N
E	T	L	T	L	E	W	N	R	B	T	L	N	T
S	R	S	L	S	L	K	E	S	M	I	S	O	O
E	E	S	M	O	T	G	T	R	I	E	R	M	W
L	E	I	R	B	I	O	E	S	S	G	I	D	E
E	S	K	L	T	E	E	N	I	T	N	L	E	S
N	E	L	E	P	H	A	N	T	B	E	R	S	N
R	F	K	J	N	K	H	E	I	W	S	H	T	E
S	E	E	E	E	I	R	A	R	S	S	T	I	P
S	E	J	U	N	G	L	E	W	I	L	D	E	T
N	M	L	R	N	N	K	R	A	S	G	L	T	N

SNAKE
TIGER
JUNGLE
MONKEY
VINES
BIRDS
ELEPHANT
FLOWERS
WILD
TREES

Fair Dates: _____

Name: _____

Answers are on the last page. Photocopy this page and hand out to younger students to do the activity and colour. Display in hallways and on classroom doors to help promote your Fair.

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WORDS IN THE WORDS

How many words can you make from the letters in:

WILD FOR READING

Fair Dates: _____

Name: _____

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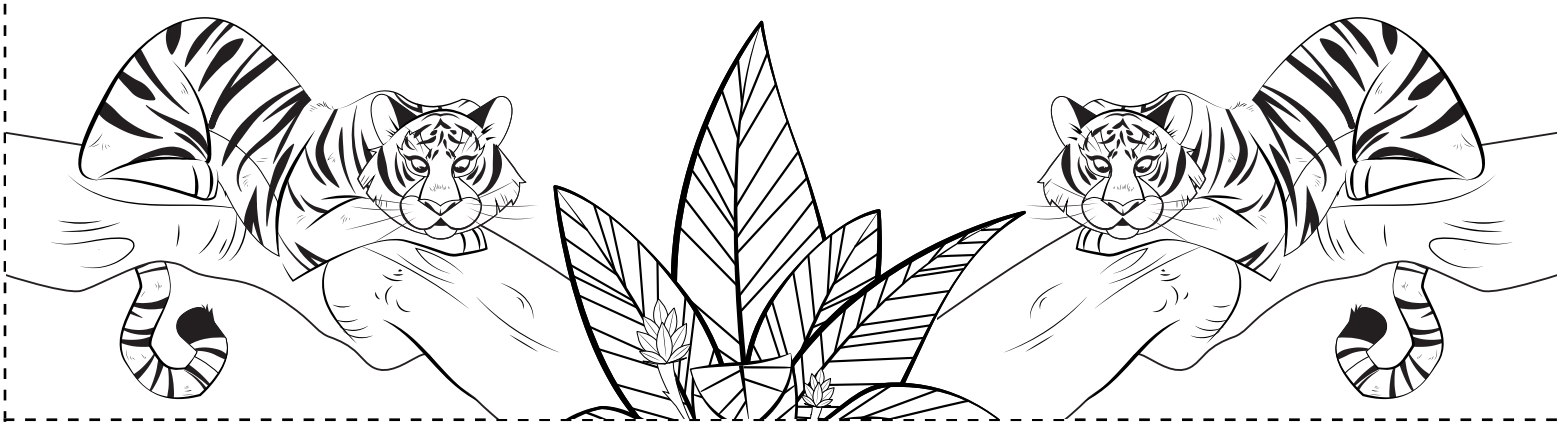
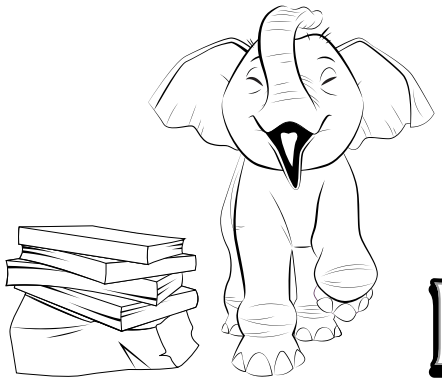
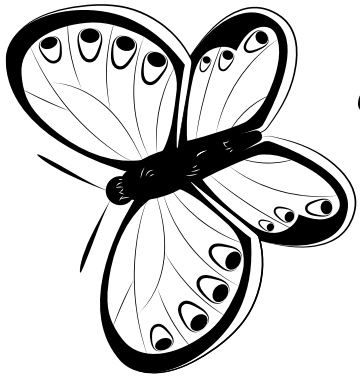
Photocopy and distribute to students to cut out and colour their own fun bookmarks.

WILD FOR BOOKS!





WILD FOR READING!



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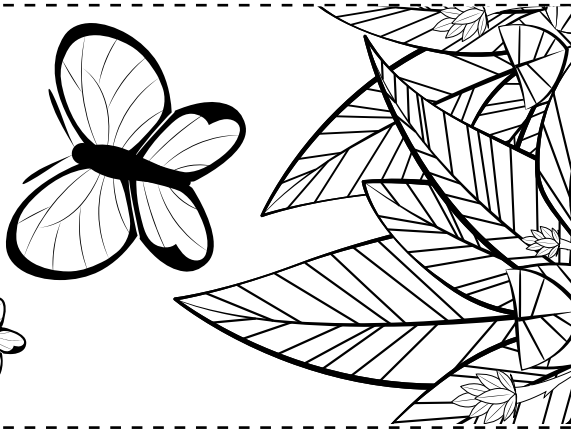
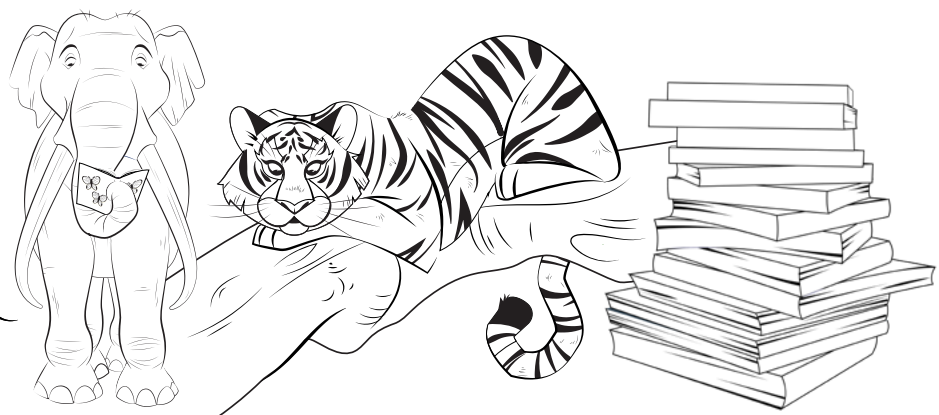


Scholastic Book Fairs®

BOOK FAIR

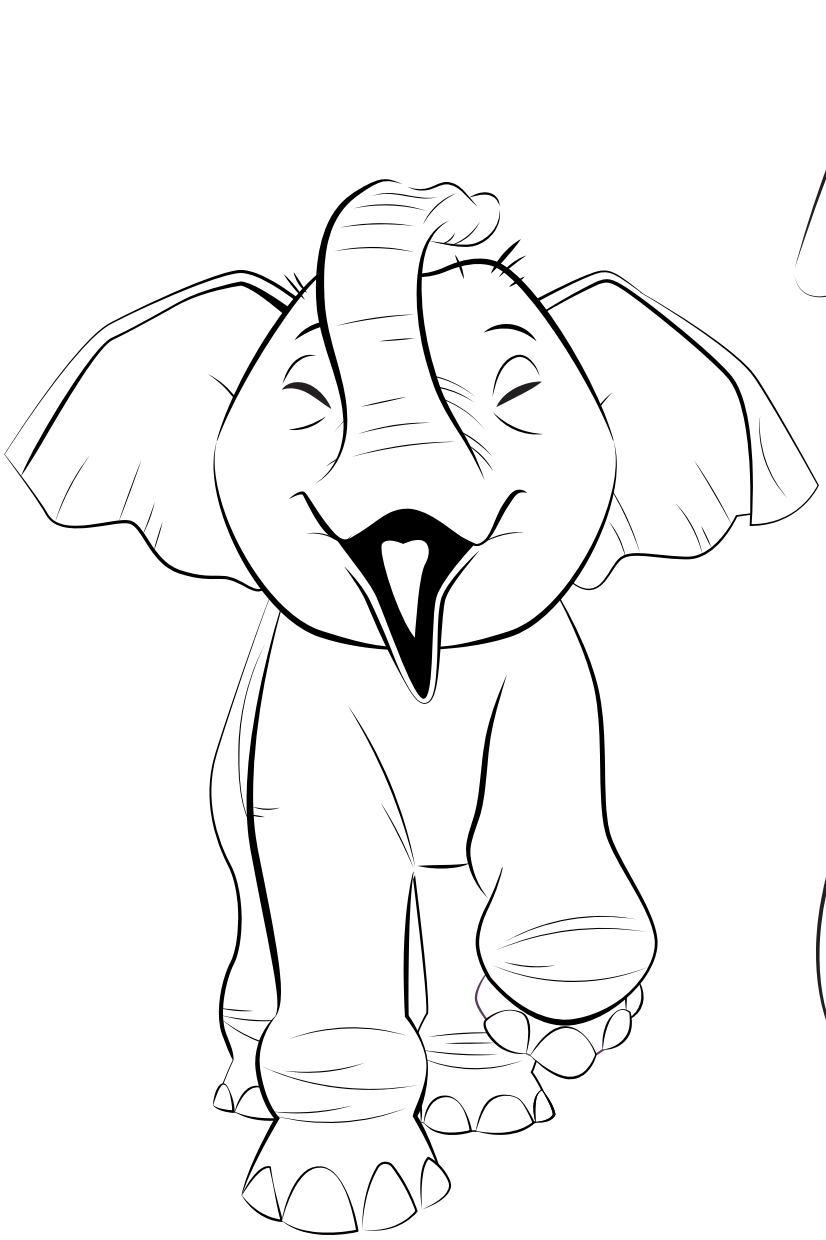
Jungle

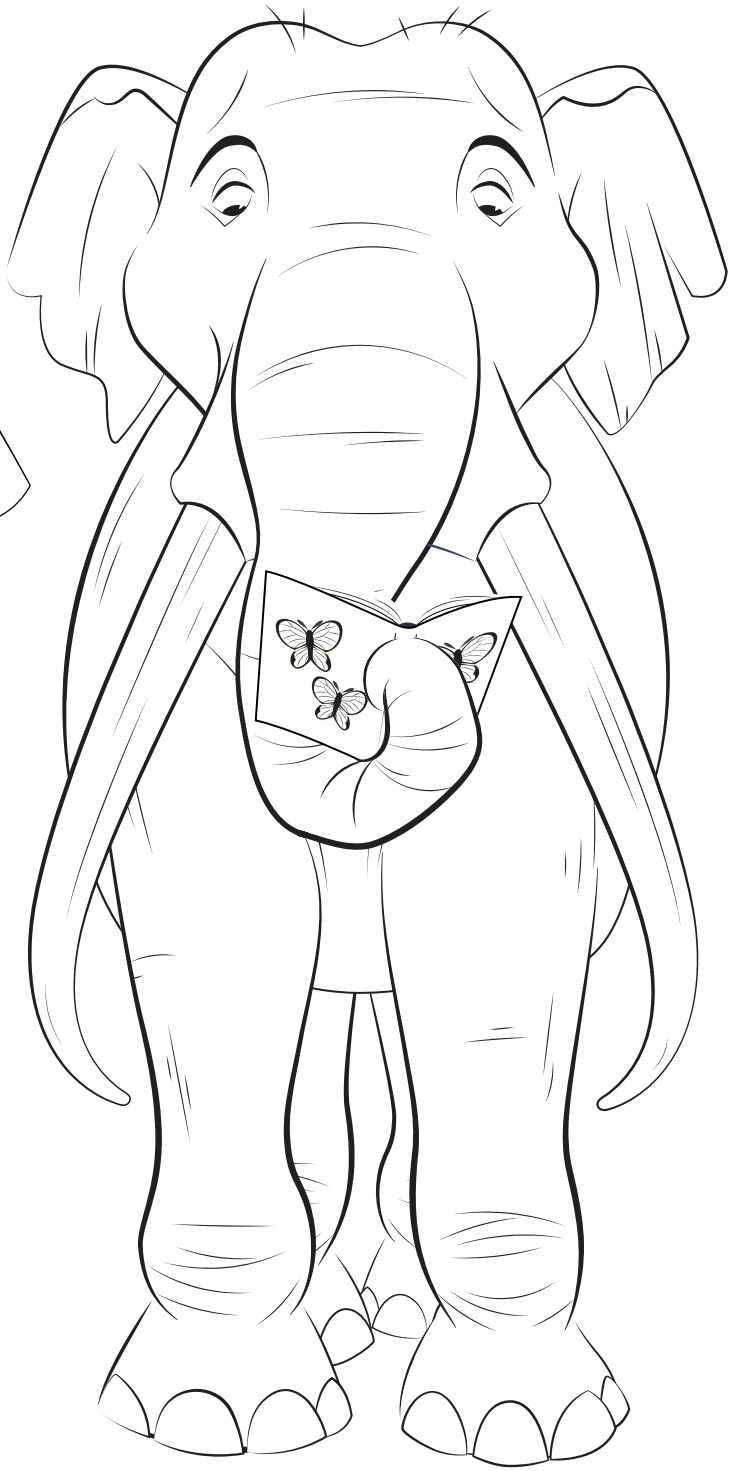
Elephants, Tigers, and Books, OH MY!



PATTERN SUGGESTIONS!

Enlarge these images using your school photocopier to create templates.





Use of Artwork and Logos

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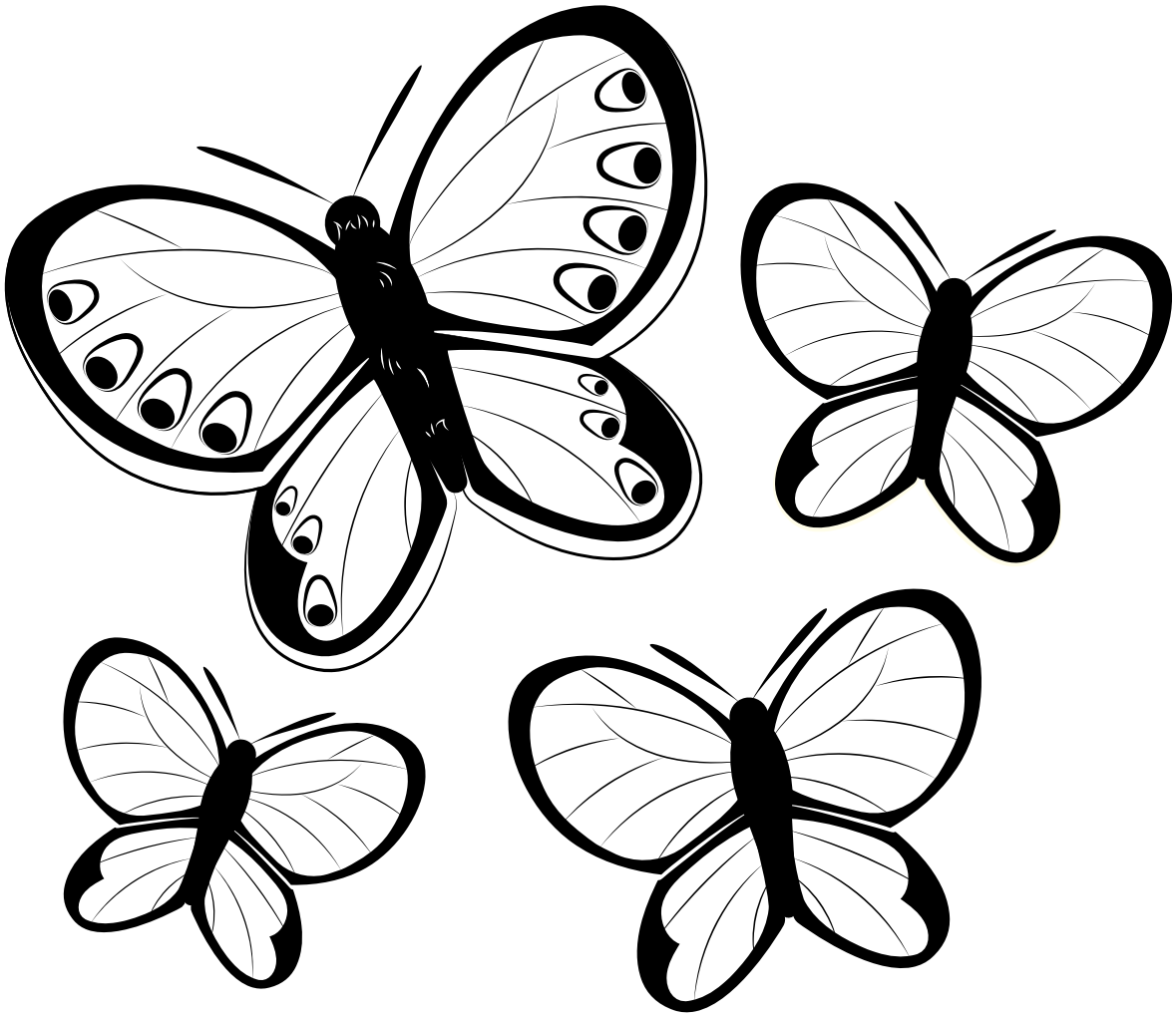

WILD FOR BOOKS!

WILD FOR READING!

Use of Artwork and Logos

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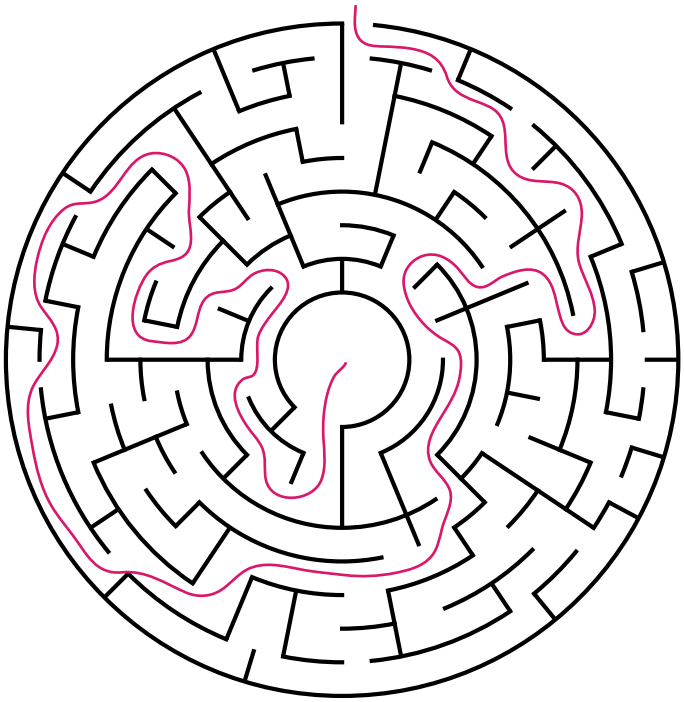
ANSWER KEY

Wild For Reading Maze



Jungle Word Search

A	S	E	D	A	E	S	L	P	S	N	G	H	V
S	R	N	F	E	A	S	S	K	T	T	Y	Y	W
E	K	N	G	L	E	R	S	E	N	I	V	E	E
E	I	T	O	N	O	E	V	K	K	W	L	K	N
E	T	L	T	L	E	W	N	R	B	T	L	N	T
S	R	S	L	S	L	K	E	S	M	I	S	O	O
E	E	S	M	O	T	G	T	R	I	E	R	M	W
L	E	I	R	B	I	O	E	S	S	G	I	D	E
E	S	K	L	T	E	E	N	I	T	N	L	E	S
N	E	L	E	P	H	A	N	T	B	E	R	S	N
R	F	K	J	N	K	H	E	I	W	S	H	T	E
S	E	E	E	E	I	R	A	R	S	S	T	I	P
S	E	J	U	N	G	L	E	W	I	L	D	E	T
N	M	L	R	N	N	K	R	A	S	G	L	T	N

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