

JOIN THE PROGRAM

WHO

Elementary
&
Middle
School
Students in
the U.S.

WHAT

Students will
receive a \$10 gift
card for each
month that they
read 400+ minutes

Read 20 minutes a day,
5 days a week

WHEN

July 1,
2024 to
September
30, 2024

WHY

Reading enriches children's brains, increases vocabulary, introduces readers to the world around them, and develops the imagination.

Turning your child into an enthusiastic reader is easy
as 1-2-3!

1

Record child's time spent reading on the monthly tracker

2

Return your child's reading tracker at the end of each month

3

Celebrate your child's reading accomplishments with a \$10 gift card toward a treat and award certificate they can hold on to long after they've enjoyed their treat

