

# PAWS for READING

## A SPETACULAR FINISH!



With only two weeks to go in the Paws for Reading challenge, reading on both the Cat and Dog teams went into full chase mode, and the holiday season saw the count of overall reading minutes on its way to top

**150 MILLION!**

Yes, but which team won?

Stay tuned for more after these important messages...



# DECEMBER HOWLS AND MEOWS

December Book Box Daily and Facebook postings featured more fun wallpaper and poster downloads all with one—and only one— story to tell: the end of the Paws for Reading competition was only days away!

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December 11, 2012


**PAWS for READING™**



## There's Always Time for Another Purr-fect Read!

by Book Clubs Staffer

The clock is winding down on the Paws for Reading challenge. [Log your minutes](#) by December 14...only four more days left! We're *feline* pretty good about how much reading the Cats and Dogs have done, but there's still time to reach 150 million minutes...and make reading *hiss*-tory.



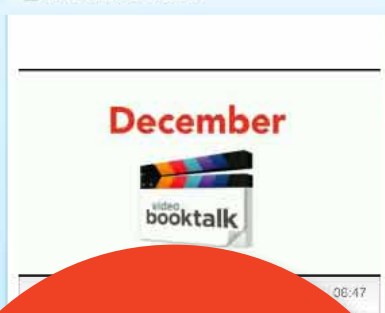
Downloadable Wallpaper!

Tags: Paws for Reading

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Featured Video

December



06:47

In the final days, students were on track to have read over **1.6 MILLION MINUTES EVERY DAY** since the beginning of the program!



READING WARMES THE HEART

scholastic.com/paws

**Scholastic Book Clubs**  
Liked · Yesterday

The temperature is dropping, but the competition is still heating up! The Paws for Reading challenge ends on December 14, which means there are only five days left to log your minutes! What are you waiting for? Schnauzer chance! <http://www.scholastic.com/paws>

# FINAL CALL FOR CATS AND DOGS!

Having trouble viewing this e-mail? [Here's the online version.](#)

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Book Clubs  Happy Howl-idays! Sign In >

## PAWS for READING

Dear Teacher,

Thank you for participating in the Paws for Reading program. And thanks to your terrific students; the minutes they've logged have helped donate **1 million books to kids in need.**

With the competition ending **December 14**, the fur is still flying between the Cats and the Dogs! Who will win? Only time will *tail*. Keep your students motivated with new downloadable holiday activities and crafts!

**Happy Howl-idays,**  
Scholastic Book Clubs

PS. Don't forget to [download certificates](#) for every student in your class!

**Get New PAWS Activities Now!**



**READING WARMS THE HEART**

**storia** eBooks Are Here!  
Learn all about the new FREE eReading app from Scholastic. >

Watch Book Talk Videos  
See which titles our Book Club senior editor loves this month! >

Join the Conversation >   The Scholastic Book Clubs Blog **bookbox** 

Through e-mail and updates on the Paws microsite, teachers and students were encouraged to stay motivated and keep up the reading at home, right to the finish!

**SCHOLASTIC** Teachers Parents Kids Administrators Librarians Book Clubs Book Fairs Sign In or Register

## PAWS for READING

Home About Paws Prints & Rewards Paws Picks FAQs

Better jump on it!



**Cats**

52,212,496

Only two more weeks to go!



**Dogs**

74,956,253

**Kids!**

Pick a side! Are you with the **Cats** or the **Dogs**?

Not sure? Take the **On the Fence Test** and find out which is right for you!

**Log Your Minutes**

Read at least 20 minutes each day at home and go online to add your minutes to your team's total!

**Read & Help Your Team Win!**

And keep coming back for fun reading rewards!

**Get Started**

**SCORE!**

**1 MILLION BOOKS DONATED!**

**Teachers**

Create your classroom roster to get up points and get the dog and kitty show on the road!

**Get Started**

**All About Paws**

Kids everywhere are siding with either cats or dogs in a pledge to read every day and help make their team reading champs—while also helping to donate 250,000 books to kids in need. Reading at home for 20 minutes each day is all it takes to get in on the fun!

[Learn More About Paws](#)

**Paw Prints & Reward Treats**

Posters, activities, and other fun incentives, along with ongoing prize incentives help keep your Cat or Dog team reading until the finish! > [See all](#)

**Picks of the Litter**

Discover a list of just-right books featuring favorite cat and dog heroes! > [See all](#)

Better jump on it!



Only two more weeks to go!



Your reading minutes make the purr-fect gift!



1 million books for kids in need!



Forget holiday shopping...



We have to keep reading!



You're a purr-fect reader!



You made a grrrr-eat difference!



Motivational messaging from the Paws mascots cheered on participants through the final days of the challenge.

# AND THE WINNER IS... READING AT HOME!

On December 14, 2012, readers did it *again!*

Over  
**160 MILLION**  
reading minutes  
logged.



Today's weather forecast? It's raining Cats and Dogs! Together the Cat and Dog teams have logged over 160 million reading minutes, and helped donate 1 million books! You did it! Thank you for all of your hard work. Now it's time to paw-ty!

Unlike · Comment · Share

You and 52 others like this.

A Story of Lawyers That's purrrrrfect! Bow WOW!  
16 minutes ago · Like

Jane Meyers I think my favorite is the grey and black striped cat on the left. Cute.  
15 minutes ago · Unlike · #1

Allison Perani Hogan Amazing! Can you please offer a program for the spring? My kids loved this so much!  
15 minutes ago · Unlike · #1

“Amazing! Can you please offer a program for the spring? My kids loved this so much!”

—Allison Perani Hogan, Teacher, TX

# NUMBERS, NUMBERS, NUMBERS

160,424,435

Total Reading  
Minutes Logged

95,096,927

Total Reading  
Minutes Logged  
by the Dog Team

65,327,508

Total Reading  
Minutes Logged  
by the Cat Team

Oh, yeah. And  
the Dog Team won.

Joy,  
oh, joy, the  
Dog Team  
won!

Oh, go  
choke on  
a hair ball...



# PAWTY TIME ON THE MICROSITE!

**SCHOLASTIC** Teachers Parents Kids Administrators Librarians Book Clubs Book Fairs [Sign in -or- Register](#)

Read Every Day. Lead a Better Life.

## PAWS for READING

[Home](#) [About Paws](#) [Prints & Rewards](#) [Paws Picks](#) [FAQs](#)



**Guess What?**  
You can still get your paws on some great downloadables!



**Print Them Now!**

- » Paws for Reading Certificate
- » Official Final Scoreboard
- » Congratulations Poster

**Also...**

- » Find Great Paws Reads
- » Learn More About the Paws Program

### All About Paws

Now through December 14, kids everywhere are siding with the Cats or the Dogs in a pledge to read every day and help make their team reading champs—while also helping to donate 1,000,000 books to kids in need. Reading at home for 20 minutes each day is all it takes to get in on the fun!

» [Learn More About Paws](#)

Paws for Reading is sponsored by Scholastic Book Clubs ClassroomCare and its literacy partners. Paws for Reading is a registered trademark of Paws for Healing, Inc.



### Paw Prints & Reward Treats

Say Happy Howl-idays with fun cards, ornaments, games, and more great downloadables.

» [See details](#)

### Picks of the Litter

Discover a list of just-right books featuring favorite cat and dog heroes!

» [See all](#)

An animated announcement kicked off the fun on the Paws microsite, with a tally of the final numbers and a howl for the winning Dog Team! Teachers and students were invited to print out the final scoreboard as well as a giant poster of cats and dogs in full celebration.

Over 10,000 downloads in December, including certificates—and bobbleheads!

# EVERY READER IS A WINNER!

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## PAWS for READING

Home About Paws Prints & Rewards Paws Picks FAQs

### Paw Prints and Reward Treats

Keep reading and tracking your minutes right up to December 14 with these last downloads!

**Featured Download**  
**It's Official! Paws for Reading Certificate**  
 Celebrate and record your final Paws reading minutes and book donations!  
[Download Certificate](#)

**Paws Pals Bobbleheads**  
 Make your own action cat or dog for your desk or your shelf at home.  
[Download Now](#)

**Read-Along Finger Puppets**  
 Keep a cat or dog pal handy for reading with you at home!  
[Download Now](#)

**Congratulations Classroom Poster**  
 Your class donation was so huge, we had to make this congratulations poster in four big pieces to put together!  
[Download Now](#)

**Official Final Scoreboard**  
 Celebrate your final class reading minutes and book donations.  
[Download Now](#)

**Reading Logs**  
 Keep tracking your books and reading minutes right up to the finish line!  
[Download Now](#)

**Bookmarks**  
 Keep your place as you keep reading into the new year!  
[Download Now](#)

**Happy Howl-idays Cards**  
 Share the holiday spirit with fun cat and dog cards.  
[Download Cat Card](#)  
[Download Dog Card](#)  
[Download Group Card](#)

**Ornaments**  
 Deck your classroom or locker with ornaments you can cut out and decorate.  
[Download Now](#)

**Wrapping Paper**  
 Ready, set, wrap your gifts with cool Paws paper.  
[Download Now](#)

**Book Lovers Gift Tags**  
 Add a special message to your holiday gift books.  
[Download Now](#)

**Make-a-Dreidel Craft**  
 Play the Hanukkah dreidel game with the Cats and Dogs.  
[Download Now](#)

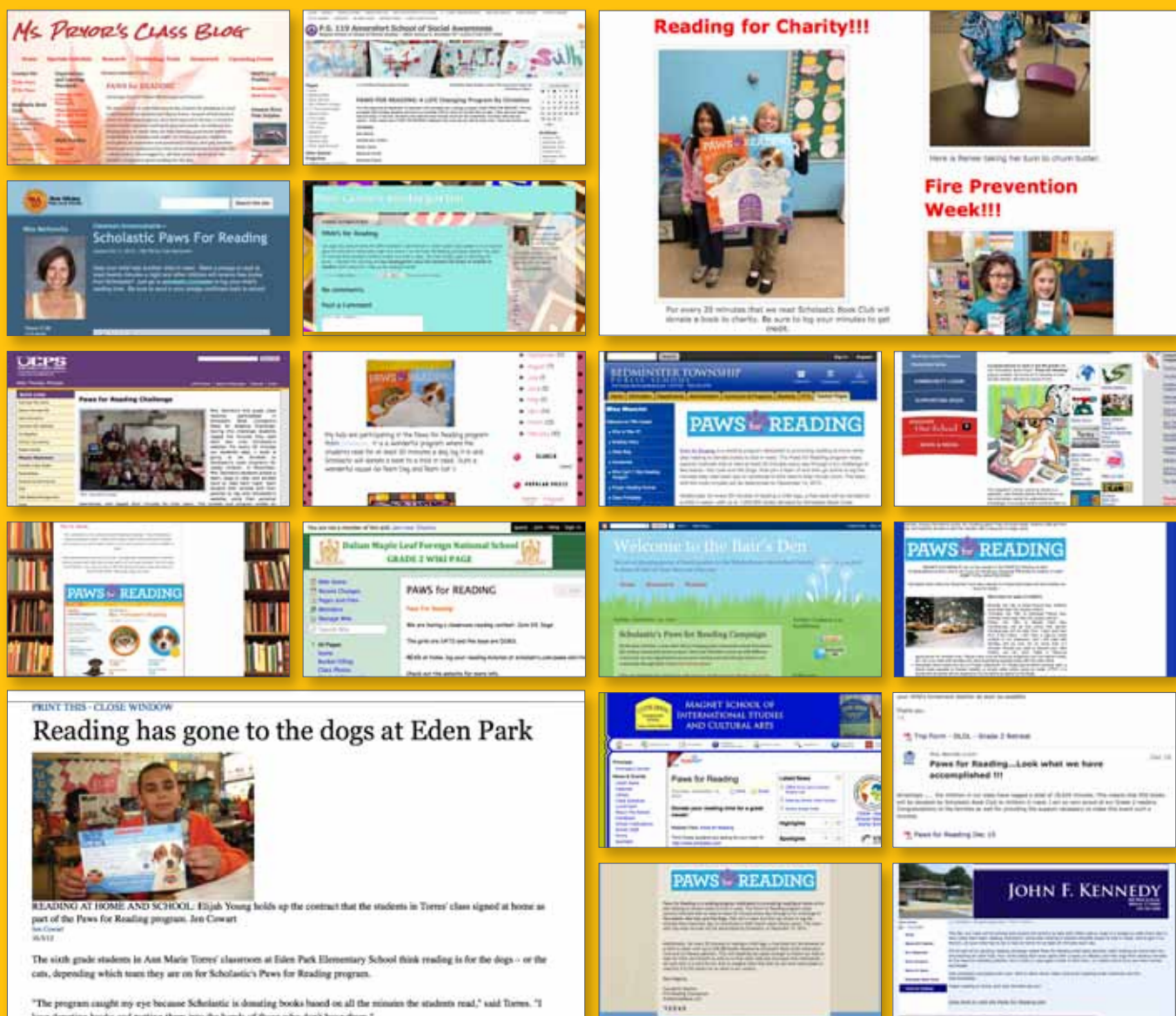
**Wintry Fun Crossword**  
 Follow the clues and guess the holiday words.  
[Download Now](#)

From top dog to coolest cat, every student who participated in Paws for Reading earned a special certificate of accomplishment, available for download from the Prints & Rewards page of the Paws microsite.

In addition to new festive-themed bookmarks and reading logs, students could choose from fun extras like finger puppets and easy-to-assemble bobbleheads—all available for download, even after the race was over.

# THANKS TO (AND FROM) THE TEACHERS

The Paws for Reading message appeared on teacher blogs throughout the fall of 2012. By the end, teachers were wondering if the program would continue into the spring, or be repeated in the next school year—with suggestion that teams be open to other paw-footed friends, from rabbits to raccoons!



“Mrs. Selvidio’s students have not only learned to care for others by participating in this service project, but they have also become better readers as a result. Fairview is so proud of the hard work of all the students who participated in this challenge. We know that each child is also proud of how they helped get books into the hands of children in need all over the United States.”

—Richard Wikfors, Teacher, NC



A final thank you e-mail in January let teachers know that the counter on the Paws microsite was available as a tool to track reading minutes into the spring.

# A HAPPY NEW YEAR FOR READING AT HOME

The success of Paws for Reading was measured by the incredible outreach of teachers, and the energy and exuberance of its student participants.

In their determination to help other kids less fortunate than themselves, these same students inspired their teachers, parents, and their communities.

Thanks to their efforts, kids who never before owned books have become new and proud readers, discovering for themselves—and with their families—that yes, reading at home *is* fun, and that the world of books and the better future it makes possible is theirs to share and celebrate.

Less than  
a month after the Paws  
microsite counter reopened  
in January 2013, students  
have logged  
**1.4 MILLION NEW  
READING MINUTES—**  
and the number rises  
every day!

In the end,  
Paws for Reading  
was a great cause,  
with an incredibly  
effective  
message!

Paws  
for Reading  
was a great *cause*,  
with an incredibly  
effective  
*message*.

That's  
what I  
said!



# PAWS for READING

Creative Direction: David Vozar

Art Direction and Illustration: Michaela Zanzani

Writer: Howard Solomon

Marketing: Irene Reidy

And special thanks for contributions from:

Web Designer: Christine Berglund

Designers: Lee Kaplan, Joseph Mantera

Copywriters: Joey Azoulai, Allison Collins



I can't  
wait until next  
year.