

PAWS for READING

WHISKERS A GO GO!



Once past the initial excitement of its launch, the Paws for Reading Program **continued to effectively engage students** through October and November with seasonal themes reflected on the microsite and in social media. **Plus, there was a BIG surprise.**

*Oh, that **has** to be the Paws for Reading Picture Contest!*

*Why, **yes!** Talk about unleashing creativity!*



THE BIG SURPRISE: READING PAWTICIPATION SOARS!

Less than a week after a Paws for Reading Double-Dog Dare had increased the announced goal of 250,000 books donated to 500,000, students unbelievably logged in the reading minutes to match it yet again. An announcement of the new goal, set for 1 million, was made in a Book Box blog post.

The screenshot shows the Book Box website interface. At the top, there are navigation links for "Book Box Blog Team", "Teacher Panel", "Mom & Dad Squad", and a "Search Posts" bar. The main header features the "bookbox" logo with the tagline "Celebrating just-right books for kids!". A "daily" speech bubble is also present. On the left side, there is a sidebar with "Sort Posts By Club or Sort By Date" and a list of book clubs: Honeybee Age 2-4, Firefly PreK-K, SeeSaw Grades K-1, Lucky Grades 2-3, Arrow Grades 4-5-6, TAB Grades 7 & Up, TRC/BookBeat for Teens, and Club Leo Spanish & Bilingual. Below the sidebar is a "Featured Video" section showing a woman in a red jacket in a library. The main content area displays a blog post dated "October 2, 2012" with the title "The Cats & Dogs Are Really Taking Off!". The post includes a "PAWS for READING" banner with a cat and dog wearing goggles, a sub-header "The Cats & Dogs Are Really Taking Off!", and a byline "by Book Clubs Staffer". The text of the post celebrates reaching a goal of 250,000 book donations and a double-dog dare to reach 500,000. Below the text is a video player showing a yellow propeller plane flying with a cat and dog. A second banner below the video reads "PAWS for READING READING MAKES US SOAR". The post concludes with a new goal announcement: "Now the Cats and Dogs are aiming even higher! We're doubling our goal AGAIN to help even more kids in need. Remember every 20 reading minutes logged = a book donation. So keep reading for your team and help us keep soaring to A MILLION books!". It also includes a URL for more information and social media sharing options.

QUADRUPLE- DOG DARE!

Forget a mere 250,000.
Students were now
logging reading minutes
with a goal of donating
**1 MILLION
BOOKS**
to kids in need!



The pop-up window alert on the Paws microsite was updated to reflect the exciting new book donation goal.

FURR-IFIC READING

MILESTONE #1

Five days later, readers did it again.

1 MILLION

books donated
to kids in need.

Done.

But with the Paws for Reading charitable goal met so early in the program, would students continue to read at home for fun?

With the race still on between the cats and dogs? You better believe it!

Shockingly, I agree with the cat.



UNLEASHING CREATIVITY (AND 100 BOOKS TO WIN!)

Just as students were logging their reading minutes to hit the goal of 1 million books donated, the Paws for Reading program had other excitements in store for October.



The Paws for Reading Picture Contest was announced with 100,000 print flyers that went out with Scholastic book box orders, as well as synchronized updates on the Paws microsite and the Scholastic Book Clubs Facebook page.

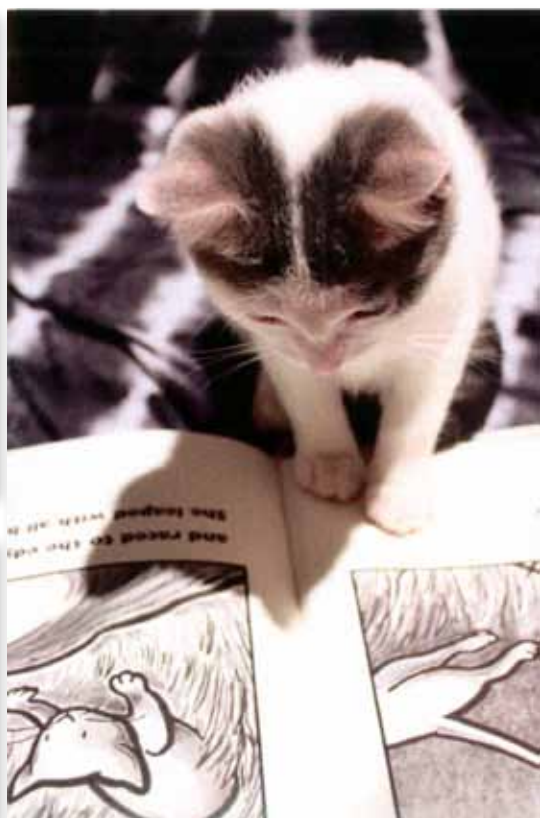
Students were challenged to draw a picture or take a photo of a cat or dog reading a book. Ten winners and their teachers each won 100 books of their choice from Scholastic Book Clubs!



UNLEASHING CREATIVITY (AND 10 WINNING READERS!)



The number of submissions to the Picture Contest—and the incredible detail and creativity that so obviously went into the winning entries—demonstrated just how far the Paws for Reading program and its message of reading at home had been embraced by students at every grade level.



The Picture Contest received an overwhelming 20,126 entries!



OCTOBER HOWLS AND MEOWS

Paws for Reading continued to generate excitement as the month of October led up to Halloween and dressed-up mascots appeared on Facebook and Book Box Daily posts announcing “monster numbers” of reading minutes logged.

SCHOLASTIC
Read Every Day. Lead a Better Life.

Back to Book Clubs

Bookbox Blog Team | Mom & Dad Squad | Teacher Panel

Search Posts

bookbox
The Scholastic Book Clubs Blog

Sort Posts By Club or Sort By Date

- Honeybee Age 2-4
- Firefly PreK-K
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- Arrow Grades 4-5-6
- TAB Grades 7 & Up
- TRC/BookBeat for Teens
- Club Leo Spanish & Bilingual

October 16, 2012

PAWS for READING

No Tricks, Great Treats!

by Book Clubs Staffer

We've got some **sweet treats** this month — a pumpkin patch full of fun new Howl-oween downloadables, from our picture contest and a chance to win 100 books, to masks, costume cut-outs, word search, and more.

PAWS for READING
EVEN SCAREDY CATS LOVE READING
SCARY-GOOD BOOKS!

Click for full story!

Thanks to you, we've reached our book donations goal of 1 million books (amazing!), but the reading minutes are still climbing. Keep your Cats and Dogs reading and having fun this month with all our new Paw Prints & Rewards! Get it all at <http://www.scholastic.com/paws>

Tags: Paws for Reading

Share



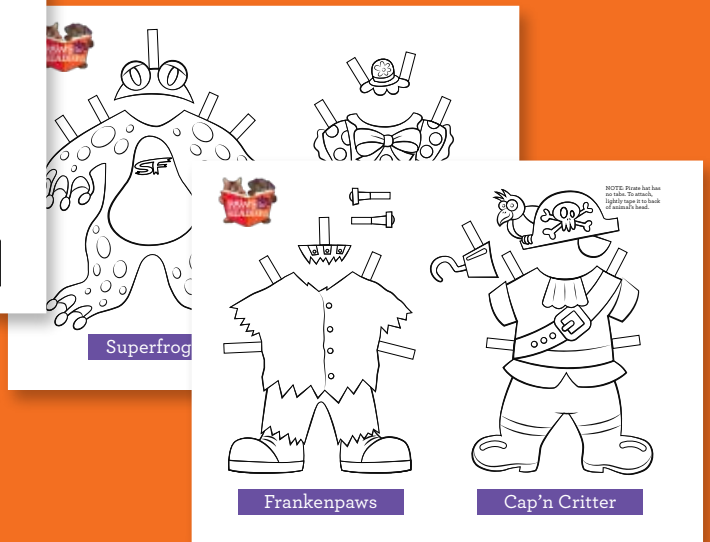
MONSTER NUMBER:
Nearly 60 MILLION Reading Minutes Logged!

OCTOBER MICROSITE TRICKS AND TREATS

The Paws microsite became a festive destination of *Howl-o-ween* downloadables, from cat and dog masks to cutouts for dressing up pumpkins.



Over
27,000
downloads in
October!



“The students felt privileged to have access to the site. And the cat and dog paper dolls were a big hit, even among the boys. The students liked the collection of badges they earned.”

—Deborah K., 5th Grade Teacher



NOVEMBER HOWLS AND MEOWS

100 Million Reading Minutes. Was it possible?

Students had already demonstrated their enthusiasm in reading to help donate books to kids in need, but with the growing count of reading minutes, November begged the question of how many more they would continue to log. Or in other words: **Exactly how much fun were they having reading at home?**

PAWS for READING™

Reading time!

What time is it?

IF YOU GIVE A CAT A CUPCAKE

IF YOU GIVE A DOG A DONUT

[scholastic.com/paws](http://www.scholastic.com/paws)

Scholastic Book Clubs
Liked · November 9, 2012

Hey, Cat and Dog teams! We're on our way to 100 million reading minutes...so let's go for it! Log your minutes and get your paws on new downloadable treats like a crossword puzzle, race maze, and lots of other activities and crafts.

<http://www.scholastic.com/paws>

Crystal Parker-Samateh Soooo need to add these ones to our home library!!
November 9, 2012 at 2:04pm · Like

Ana Elisa Pena We love them both!
November 9, 2012 at 3:10pm · Like

Claire Tsai Don't they look like husband and wife...
November 9, 2012 at 5:40pm · Like

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Read Every Day. Lead a Better Life.

[Back to Book Clubs](#)

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bookbox
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- TAB Grades 7 & Up
- TRC/BookBeat for Teens
- Bilingual

November 13, 2012

PAWS for READING™

95 Million Minutes Read...and Counting!

by Book Clubs Staffer

The Paws for Reading program ends on December 14, which means there's one month left for Cats and Dogs to show which team has the most *fur*-acious readers. We are on our way to logging 100 million reading minutes, so let's go for it!

You can help by encouraging children to read at home for 20 minutes a day. Reading at home is a great way for kids to choose the stories and subjects that interest them most. Reward your *paw*-some reader with new downloadable activities, crafts, and this desktop wallpaper!

Written by Book Clubs Print Copywriter Joey Azouai. Joey joined the Book Clubs staff in May and is excited to be working for the company that helped spark his love of reading as a child.

Tags: Paws for Reading

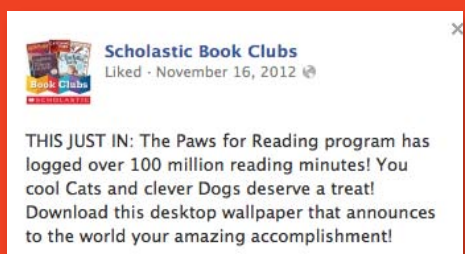
Share [f](#) [t](#) [@](#)

With a month to go in the Paws for Reading challenge, reading minutes topped **95 MILLION!**

FURR-IFIC READING MILESTONE #2

Three days later, readers did it again.

100 MILLION reading minutes logged. Done.



Looks like they're having fun reading at home, doesn't it?



The "news" broke on Facebook on November 16, complete with an Ed Murrow broadcaster's microphone!

NOVEMBER HAPPY HOWL-IDAYS!



Moving into the homestretch of the Cat and Dog Team challenge, Paws for Reading embraced the upcoming holiday season with a new desktop wallpaper downloadable featured on Facebook, along with cheery posts on Book Box Daily.



“ I think Paws for Reading is a wonderful opportunity for kids to receive books and for other kids to develop their reading skills.”

“ It is fantastic. Love is being shared out by giving books.”

“ This is a good opportunity to help people and kids who need books.”

“ The fact that every minute counts makes me jollier than ever.”

—5th Graders, P.S. 119, Brooklyn, NY

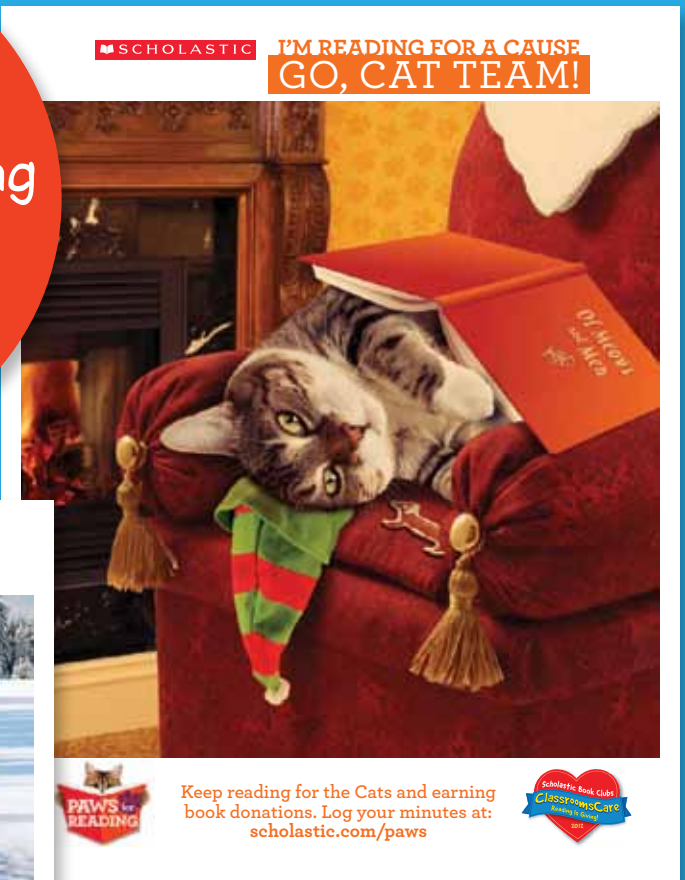


NOVEMBER MICROSITE THANKS AND GIVING

A new set of themed downloadables available on the Paws microsite aimed to engage students to continue reading at home, even over the Thanksgiving weekend.



Over 10,000 downloads in November, including holiday greeting cards and gift wrap!



Keep reading for the Cats and earning book donations. Log your minutes at: scholastic.com/paws



Keep reading for the Dogs and earning book donations. Log your minutes at: scholastic.com/paws



A CORNUCOPIA OF CRITTER CREATIVITY

SCHOLASTIC
PAWS VS. DOGS SCOREBOARD

Track your class reading minutes and book donations as they climb! (Remember, every 30 reading minutes earns a book donation.) Use sticky notes to post new numbers every day.

Supplies You'll Need:

- 1 piece of cork
- 1 light cardboard
- 1 glue stick
- 1 glue or glue sticks
- 1 yard or string for hanging
- 1 pair of scissors

Instructions:

1. Cut out the dog and cat scoreboards, and glue onto corkboard. Trim edges of your flash photos. Cut and fold up the tabs on the dog and cat photos. Cut or punch small holes in top corners of scoreboards.
2. Cut two additional cardboard strips to act as supports across the back for the dog and cat cards to hook onto. Tape or glue as shown in Step 3 picture.
3. Slide the dog and cat cards behind the scoreboards and hook their folded tabs onto the strips in the higher or lower position, depending which is in the lead that day. Add string for hanging.

A popular downloadable in November was an easily assembled scoring display for classrooms showing daily which team was "on top."

DOG TEAM SCORE **CAT TEAM SCORE**

Minutes Read

Books Donated

Holiday cheer came early with Paws greeting cards for friends and family.

SCHOLASTIC
HAPPY HOWL-DAYS CARD

WARM AND FURRY WISHES FOR THE HOLIDAYS!

SCHOLASTIC
HAPPY HOWL-DAYS CARD

HAPPY HOWL-DAYS!

SCHOLASTIC
HAPPY HOWL-DAYS CARD

"TIS THE SEASON TO BE READING
WOOF-WOOF-WOOF-WOOF-
WOOF-WOOF-WOOF MEOW!"

Cut out Christmas Ornaments and Hanukkah Dreidels

SCHOLASTIC
ORNAMENT CRAFT

DOG

SCHOLASTIC
ORNAMENT CRAFT

CAT

SCHOLASTIC
ORNAMENT CRAFT

DOG

SCHOLASTIC
PAWS ON THE PIN MAZE RACE

SCHOLASTIC
MAZE RACE

Holiday-Themed Puzzles

A cheery reading message accompanied holiday crafts, as well as the month's reading logs.

SCHOLASTIC
PUZZLE ANSWER KEY

SCHOLASTIC
CROSSWORD

Holiday Crossword Puzzle

SCHOLASTIC
DREIDEL CRAFT

SCHOLASTIC
DREIDEL CRAFT

Assembly Instructions

1. Cut out and color the die.
2. Cut an X in the top flap.
3. Fold along the lines and
4. Roll up and tape the sides of the X on top, and glue to

Supplies You'll Need:

- 1 piece of cork
- 1 light cardboard
- 1 glue stick
- 1 glue or glue sticks
- 1 yard or string for hanging
- 1 pair of scissors
- 1 glue or glue sticks
- 1 yard or string for hanging
- 1 pair of scissors
- 1 glue or glue sticks
- 1 yard or string for hanging

How to Play

A dreidel is a four-sided top popular Hanukkah game.

Each player begins with six (coins), pennies, or raisins into the center "pot." In ad

Each player spins the dreidel when it stops spinning, the

- If **נ** (nun) is the player d

- If **ג** (gimel) the player a piece to the

When a player is out of pie

See next page for assembly and play instructions.

MY READING-WITH-THE-CATS BOOKMARK!

COOL! HELP THE CATS WIN!

SCHOLASTIC

MY READING-WITH-THE-DOGS BOOKMARK!

HOT DOG! HELP THE DOGS WIN!

SCHOLASTIC

SCHOLASTIC
CAT TEAM READING LOG

SCHOLASTIC
DOG TEAM READING LOG

COUNTING ON READING AT HOME

127,168,749

Total Reading
Minutes Logged

74,956,253

Total Reading
Minutes Logged
by the Dog Team

52,212,496

Total Reading
Minutes Logged
by the Cat Team

Did you see
the numbers?
I think the Dog
Team has this
yapped up!

That's
what I
said!

You
think the Dog
Team has this
wrapped
up.

