# **Welcome to TD Summer Reading Club 2019!**

**Background**

TD Summer Reading Club is Canada’s biggest, bilingual summer reading program for kids of all ages, all interests, and all abilities.

Co-created and delivered by 2,200 public libraries across Canada, this national bilingual program is developed by Toronto Public Library in partnership with Library and Archives Canada. Sponsorship is generously provided by TD Bank Group.

Kids can participate anytime, anywhere—at local public libraries across Canada as well as at home, online, on the road or wherever their summer takes them.

Participants explore recommended reads; track their own reading; connect and share with others across the country; read ebooks online; join in activities at libraries; write jokes, stories and book reviews, and more.

All libraries and library systems in Canada are eligible to offer the TD Summer Reading Club and receive the free print material.

**2019 Theme**

Our theme for 2019 is the “Natural World.” Here’s the compelling idea section from the creative brief:

TD Summer Reading Club 2019: Natural World

This summer, the TD Summer Reading Club invites you to “unplug” and take a moment to explore the stories and science of nature through adventure and play—to marvel at a growing seed, be awed by extreme weather, and wonder about our connection to each other and the earth that sustains us.

Together, we’ll trek through the wilderness, real or imagined, and let our playful curiosity give rise to questions about the world around us, leading to surprising discoveries. Whether exploring in our own backyards or the world beyond, we’re sure to be amazed by the natural world and the role it plays in our imaginations and our daily lives.

Please remember that for the last several years, our themes have not had a public-facing name. The phrase “Natural World” is only meant to guide those developing the program content and is not meant to be used in publicity materials.

**Illustrator and Web Comic Author**

We are very pleased that Clayton Hanmer is illustrating the 2019 program. We’re also excited to announce that Jo Rioux will write and illustrate our first online web comic, which will be available in English and French on our kids’ site this summer.

**Accessibility**

The TD Summer Reading Club is a fully accessible program. All participating libraries will receive accessible versions of the materials to distribute to participants with print disabilities from the Centre for Equitable Library Access. More information about running an accessible Club is available on our staff site.

## **Program Materials**

**Notebooks**

The 2019 notebooks will have more content than in previous years.

There are still two versions of the notebook—one for pre-readers (recommended for children ages 0–5) and their parent or caregiver, and the other for school-age children (recommended for ages 6–12). The school-aged notebook contains a nature scavenger hunt and a few recommended STEAM (Science, Technology, Engineering, Art, and Math) activities. The pre-reader version contains information for parents and caregivers about reading readiness, including recommended activities to help develop early literacy skills. As always, both notebooks contain plenty of space for kids to record items read or listened to, collect stickers, record the number of minutes read, draw pictures, and complete fun reading challenges.

Both versions of the notebook are laid out in a flipped style, where English comprises one half and French the other.

* **Ordering tips for notebooks**: Each child who joins the program receives an age-appropriate notebook at registration. Please order quantities of the pre-reader and school-age notebooks using your previous registration statistics as a guide.

**Web Access Sticker**

The web access code is printed on a sticker that children can stick onto the inside cover of their notebook. Children enter their unique access code on the TD Summer Reading Club website to create their online notebook, and store virtual stickers and items read.

This item is bilingual.

* **Ordering tips for web access stickers**: Each child who joins the program receives a web access code sticker at registration. The number of web access code stickers ordered should equal the combined total of pre-reader and school-age notebooks ordered.

**Stickers**

There are 12 stickers on a perforated sheet, including two stickers of the TD Summer Reading Club logos —one English and one French. Stickers can be used as reading incentives, one given each time a child reports on an item read. Flexibility is important. For example, if a family is unable to keep returning to the library to collect stickers over the summer, you can distribute the entire sheet of stickers at registration for the parent or caregiver to administer.

* **Ordering tips for stickers**: Generally, you can estimate a sheet of stickers per child registered, but you may increase or decrease based on past experience.

## **Promotional Materials**

**Fortune Teller**

We’re bringing the fortune teller back in 2019 with a fresh new look.

The fortune teller includes folding instructions, jokes, encouragement to join the Club, and updated fortunes that kids of all ages will enjoy.

This item is perfect to use as a promotional item before summer starts, to increase anticipation and excitement about joining the Club. For example, you can distribute them to children during class visits to your library or outreach visits you make in your community. You also may opt to give one to each child at registration or have it available as a take-away item in your library throughout the summer.

Please note that separate versions will be produced in English and French.

* **Ordering tips for fortune tellers**: Decide whether you wish to use this as a promotional tool or as part of the registration package and order quantities accordingly.

**Top Recommended Reads**

This brochure features the top ten recommended reads in English and French (20 titles total) as well as information for parents, including the importance of summer reading, how to participate, reading tips, and how to find us online. This item would be ideal to provide to schools for inclusion in year-end report cards, and you may also make quantities available in your libraries as a tool for staff to use when describing the Club to parents and caregivers.

This item is bilingual.

* **Ordering tips** **for top recommended reads**: If distributing to schools, orders can be based on student enrolment figures. Order quantities for outreach visits and to have on hand at your library as well.

**Poster**

The 11 x 17 inch promotional posters may be displayed in your library or posted in your community to promote the Club. There will be space at the bottom of the poster to add your library’s information.

This item is bilingual (English on one side, French on the reverse).

* **Ordering tips for poster**: Each location will be provided with 25 posters.

**Websites**

The [TD Summer Reading Club staff website](http://www.tdsummerreadingclub.ca) provides all the necessary information for library staff to deliver the program: the complete recommended reads list, activity ideas, promotional tips and tools, brand components and guidelines, and much more.

The kids’ site, which launches in mid-June, allows children to make their own contributions to the Club (by submitting jokes, stories, book reviews, etc.), read ebooks and track their reading online. The website also contains useful tips for parents. We encourage you to use the site yourself, and encourage its use among kids and their families.

**Key Dates**

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| **January 7, 2019** | Materials order form and library agreement distributed |
| **Week of January 7, 2019** | 2019 staff website is launched; updates to the staff site will continue into the spring |
| **January 25, 2019** | Deadline to order print materials |
| **Mid-April 2019** | National distribution of print materials begins |
| **May 2019** | “More coming soon!” web page is introduced in advance of the arrival of the kids’ site, which includes the top recommended reads, a section for parents, and information about our illustrator and author |
| **Mid-June 2019** | Kids’ website is launched |
| **June 15-22, 2019** | National “Get Your Summer Read On” week |