**Welcome to TD Summer Reading Club 2017!**

**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 2,000 public libraries across Canada; development of this national, bilingual program is led by Toronto Public Library in partnership with Library and Archives Canada. Sponsorship is generously provided by TD Bank Group.

Kids (and their caregivers) 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 books online; join in activities; collect reading incentives; write jokes, stories and book reviews, and more. There are great resources for kids with print disabilities as well as for pre-readers and their families.

**2017 Theme and Illustrator**

Given that 2017 marks Canada’s 150th birthday, we thought it appropriate to run with that theme. As always, we developed a creative brief to expand on that idea. Here’s the compelling idea from that brief:  
  
***TD Summer Reading Club 2017***

*A book or story, a library, our country: What do they all have in common? Each one* ***welcomes*** *you, inspires you,* ***makes room for new ideas****, and gives you space to* ***explore*** *and* ***shape your identity****.*

*It doesn't matter who you are, what you look like, where you come from or what you believe. In the year of Canada's 150th birthday, the TD Summer Reading Club invites kids to* ***celebrate*** *what makes books, libraries and Canada great, by encouraging them to open up to new ideas, new characters, new landscapes, and to one another.*

We are very pleased to announce thatB.C. based-artist Slavka Kolesar will illustrate the 2017 program.

**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.

**Program Materials**

**Notebooks**

The 2017 notebook will be in the same format as the 2016 edition, with updates to include the new theme.

Please note that there will be two versions of the notebook (with different covers) – one for pre-readers (children ages 0-5) and their parents and caregivers, the other for children ages 6-12. The pre-reader version contains information for parents about reading readiness, and the text and reading prompts have been tweaked throughout, emphasizing the importance of reading together.

**This item is bilingual. Both versions of the notebook will laid out in the “flipped” style, where English comprises one half and French the other.**

**Ordering tips: 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 code bookmark**

This bookmark will feature the access code on one side and a playful illustration on the other. Children will enter their unique access codes on the TD Summer Reading Club website to create their online notebooks, where virtual stickers and books read will be stored. This access code will act as a login, eliminating the need for the child to provide any personal information to set up an account. There will be space in the notebook for the child to record their web access code.

**This item is bilingual.**

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

**Stickers**

There will be 12 unique stickers on a perforated sheet. Stickers can be used as reading incentives, distributing one each time a child reports on an item read. However, flexibility is key! For example, if a family is unable to keep returning to the library to collect stickers over the summer, you may wish to distribute the entire sheet of stickers at registration, for the parent or caregiver to administer.

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

**Promotional Materials**

**Kids’ Outreach Item**

The fortune teller was a big hit in 2015, so we’re bringing it back, with brand new theme-related fortunes.

This item is intended for promotional use before summer starts (e.g. distributed to children during class visits to your library or outreach visits you make in your community), to increase anticipation and excitement about joining the Club.

Despite the pre-summer messaging about joining the Club, the playful nature of this item will make it fun for kids all summer long. **Therefore, you may opt instead to give one of these to each child at registration.**

**Please note that this item will NOT be bilingual. Separate versions will be produced in English and French.**

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

**Top Recommended Reads**

The Top Recommended Reads (10 in English, 10 in French) are back! This brochure will feature those titles, and will also include information for parents (e.g. the importance of summer reading, how to participate, reading tips, TD SRC website info). This would be an ideal item to provide to schools for inclusion in year-end report cards, and you may also wish to make quantities available in your libraries as a tool for staff to recommend great reads to families or when describing the club to parents and caregivers. There will be blank space where you can add your library’s information.

**This item is bilingual.**

**Ordering tips: Consider how much outreach to parents your library will be able to achieve and order accordingly. If distributing via schools, orders can be based on student enrolment figures. Order quantities to have on hand at your library as well, to use as described above.**

**Poster**

The 11 x 17 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 (FR on one side, EN on the reverse).**

**Ordering tips: N/A. Each location will be provided with a fixed number of posters (25).**

**Website**

The [TD Summer Reading Club website](http://www.tdsummerreadingclub.ca) serves several purposes. It’s a support tool providing all necessary materials for library staff to deliver the program: the complete recommended reads list, activity and program ideas, promotional tips and tools and much more. Brand components and guidelines will also be available on the 2017 staff site.

The full kids’ site, when released, should be considered an element of the program equally important as the print materials, for it allows children to make their own contributions to the Club (by submitting jokes, stories, book reviews, etc.), read online books and track their reading online.

The full website also contains useful tips for parents. We strongly encourage you to not only use the site yourself, but to also encourage its use among kids and their families.

**Key dates**

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| **Week of January 3, 2017** | **Materials order form and library agreement distributed** |
| **January 4, 2017** | 2017 staff website goes live and includes the new recommended reads list, program and activity ideas, a quick reference guide to the new brand plus logos, templates and illustrations for promotional efforts |
| **January 26, 2017** | **Print materials order deadline** |
| **Mid-late March 2017** | “Run the program” section of the staff site goes live |
| **Mid-April 2017** | National distribution of print materials begins |
| **May 2017** | “Coming soon” web page introduced in advance of the arrival of the full kids’ site |
| **June 2017** | Full kids’ website launch |
| **June 17, 2017** | National “Get Your Summer Read On” day - kickoff |