



# Read for the Record Updates, Collateral and Timeline

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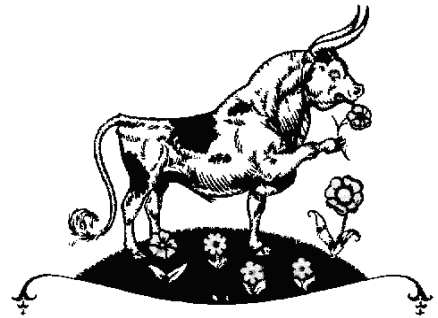
## OVERVIEW

Overwhelming research shows that quality early education experiences set children on a trajectory of success for the rest of their lives. The concept behind Jumpstart's Read for the Record is simple - bring the power of Jumpstart to every community in America through the largest shared reading experience ever.

## UPDATES

**The Date:** Jumpstart is thrilled to announce the date of our second annual Read for the Record: Thursday, September 20, 2007! Because we scheduled this year's Read for the Record during the school year, we will be able to more easily include school groups as well as young children and families across the country.

**The Book:** This year's record-breaking book will be children's classic *The Story of Ferdinand*. Like last year, when everyone rallied around the cry of "I think I can," we hope you and those you'll be reading with will be inspired by Ferdinand's message: *Be true to yourself.*



## COLLATERAL

**Special Edition Books:** Each CLLS AmeriCorps library that participates in Read for the Record will receive a minimum of 40 special edition *The Story of Ferdinand* books to be used on the day of the event and distributed to children and families in need.

**Event Outreach Materials:** Jumpstart will provide highly customizable outreach materials, which can be manipulated to feature library logos as well as event times and locations. This collateral will include:

- Posters
- Flyers
- Newsletter write-ups

**Other Collateral:** Participating CLLS AmeriCorps libraries will have access to additional collateral to support their Read for the Record events, including:

- World record registration materials
- Certificates of participation
- Bookmarks
- Limited number of T-shirts for staff/volunteers

## TIMELINE

Jumpstart is in the process of updating its [www.readfortherecord.org](http://www.readfortherecord.org) website and other materials to reflect the new date and book for 2007. CLLS AmeriCorps libraries can expect that additional information and materials from Jumpstart will be available on the following timeline:

- Event activities, including a one-hour lesson plan designed by the American Library Association, will be online by late April
- Event registration technologies will be live online by late May
- Event sign-in materials for Guinness will be available online by late May
- Books and other event collateral will be online or delivered to libraries by early September