**Welcome to TD Summer Reading Club 2016!**

**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.

**2016 Theme and Illustrator**

“Wild” won the popular vote for our theme, and we developed a creative brief to expand on that idea. Here’s the compelling idea from that brief:

*This summer, kids are encouraged to escape their everyday, step outside their ordinary and seek the unknown and untamed through reading. Whether it’s outdoors, outrageous or out of bounds, the unexplored is calling, and with TD Summer Reading Club books, activities, and an unleashed imagination, kids can let go and find their wild this summer.*

We are very pleased to announce thatVirginie Egger, an award winning artist based in Montreal, will illustrate the 2016 program.

**Program Materials**

**Notebooks**

The 2016 notebook will be in the same format as the 2015 edition, with updates to include the new theme and brand.

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**

Similar to the web access code postcard in 2015, 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**

In 2016, the kids’ outreach flyer will be designed to fold into a corner bookmark featuring one of Virginie’s characters.

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 corner bookmark 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. The new brand will also be introduced on the 2016 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.

**In 2016 we will introduce a new feature to the website – a story written by a Canadian children’s author which will be released in weekly segments over the course of the summer.**

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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| **January 5, 2016** | **Materials order form and library agreement distributed** |
| **January 15, 2016** | 2016 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 25, 2016** | **Print materials order deadline** |
| **February 15, 2016** | Complete brand guidelines available; new features will include user accounts and discussion forum |
| **Mid-late March 2016** | Webinar available about the new TD SRC brand |
| **Mid-April 2016** | National distribution of print materials begins |
| **May 2016** | “Coming soon” web page introduced in advance of the arrival of the full kids’ site |
| **June 2016** | Full kids’ website launchNational program launch |