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answered _____

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December 2015

Dear Reading Ambassador,

At Scholastic we believe that finding the right book at the right time can light an emotional spark within a child that motivates him or her to read more, understand more, and read joyfully. When that happens, the world opens. Everything becomes possible.

We want to thank you for serving as a Reading Ambassador for the 2015 Scholastic Summer Reading Challenge and for helping to light that spark for children in your state. Your support has been instrumental in helping families understand the importance of books and reading for children of all ages.

This holiday season we are encouraging all families to take time to read aloud, not only to very young children but also to those who can read by themselves, because 78% of children ages 6 to 17 say that being read aloud to is "a special time with my parents."*

To spread the joy of reading aloud, we are sending you our "The Story Starts Here" growth chart and one of our very favorite read-aloud picture books, *Giraffes Can't Dance*. Please share them with a child in your life and help give the gift of reading... now and all year long.

Thank you for serving as your state's Reading Ambassador. Together we can Open a World of Possible for ALL children: www.scholastic.com/worldofpossible.

Happy Holidays from Scholastic!

Dick Robinson, CEO

Kyle Good, SVP, Corporate Communications and the Corporate Communications team:

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*Kids & Family Reading Report™ www.scholastic.com/readingreport