

Show us how great your Fair was with photos and a short essay!



Brandon Mull is the author of the first book in the new Spirit Animals™ series. He is also the author of the best-selling Beyonders and Fablehaven series.

# Enter the National Middle School Student Crew CONTEST

for a chance to win a personal visit from

## Brandon Mull

### Plus 2,000

### Scholastic Dollars™



**One first-place** winning school will receive a personal appearance by author Brandon Mull, plus 2,000 Scholastic Dollars.

**Four individual second-place** winning schools will each receive a credit of 1,000 Scholastic Dollars.

**Up to eight** individual schools will be selected for exceptional performance in a single area related to promoting or conducting the Book Fair. Each winning school will win a credit of 500 Scholastic Dollars.

#### ELIGIBILITY:

NO PURCHASE NECESSARY. Contest open to middle schools, junior high schools, the 6th - 8th grade levels of K-8 schools, and the 6th - 8th grade levels of K-12 schools in the U.S. and D.C. that use student volunteers (a Student Crew) to conduct a Scholastic Book Fair between May 12, 2013 and December 14, 2013. Entries must be post-marked by midnight December 27, 2013. Void where prohibited by law. Employees, and members of their families living in the same household, of Scholastic Book Fairs, Inc., its parent, subsidiaries, brokers, distributors, dealers, retailers, affiliates, and its advertising, promotion, and production agencies, are not eligible to enter.

#### PRIZES:

**FIRST PLACE:** One first-place winning school will receive a credit of 2,000 Scholastic Dollars redeemable through the Scholastic Book Fairs *School Resource Catalog* or at a Scholastic Book Fairs warehouse location, plus a personal appearance by author Brandon Mull.

**SECOND PLACE:** Four individual second-place winning schools will each receive a credit of 1,000 Scholastic Dollars redeemable through the Scholastic Book Fairs *School Resource Catalog* or at a Scholastic Book Fairs warehouse location.

**PRESIDENT'S AWARD:** Up to eight individual schools will be awarded the **President's Award for Exceptional Performance**. Judges will select up to eight individual schools who performed exceptionally in a single area related to promoting or conducting the Book Fair, including: theme, decorations, advertising tactics, student engagement activities, principal/faculty involvement activities, Book Fair rally, Family Event, All for Books™, Grand Event, volunteer team effectiveness, Student Crew, or What Would You Do for Reading?® challenge. Each winning school will win a credit of 500 Scholastic Dollars redeemable through the Scholastic Book Fairs *School Resource Catalog* or at a Scholastic Book Fairs warehouse location.

Scholastic Dollars must be redeemed within 180 days from the date of issuance.

#### HOW TO ENTER:

Complete the official entry form and send us your story about how you and your Student Crew planned and conducted the most successful Book Fair event your school has ever seen (500-word maximum). Provide details on ideas and strategies that you and your Student Crew volunteer team developed and implemented to attract and increase student and adult interest in the Book Fair, as well as in books and in reading. Include information on activities, programs, contests, challenges, special events, and advertising strategies used to promote your Book Fair, as well as to encourage students, parents, grandparents, and faculty to attend and participate in the Book Fair and in reading activities. Be sure to include photographs of materials and activities, and of your volunteer team in action. Please provide **printed copies** of all photos and the 500-word essay. Electronic submissions, incomplete or illegible entries will not be considered. Entry forms can be accessed at [www.scholastic.com/bookfairs/contest](http://www.scholastic.com/bookfairs/contest).

#### MAIL YOUR ENTRY TO:

Scholastic Book Fairs, Fall 2013 National Middle School Student Crew Contest #20, 1080 Greenwood Blvd., Lake Mary, FL 32746

#### WINNER SELECTION:

Eligible entries will be evaluated and winners selected based on the following equally-weighted criteria: 1) Originality and creativity of ideas, activities, themes, materials, and programs developed to promote the Book Fair, books, and reading; and 2) quantity and effectiveness of ideas and activities organized and executed by the Student Crew to attract and increase student, parents, grandparents, faculty, and community interest in the Book Fair, books, and reading. Entries will be judged on content, not presentation. Entries will be judged by marketing professionals from Scholastic Book Fairs, Inc. Winners will be notified the week of February 10, 2014 by mail, email, and/or telephone. Each winner will be required to sign, have notarized, and return an Affidavit of Eligibility and Release form. Both forms must be returned within seven (7) days of prize notification or an alternate winner may be selected.

For complete Official Rules go to [www.scholastic.com/bookfairs/contest](http://www.scholastic.com/bookfairs/contest)

## OFFICIAL ENTRY FORM Fall 2013 National Middle Student Crew School Contest #20

School name \_\_\_\_\_ Book Fair account number \_\_\_\_\_ Book Fair ID \_\_\_\_\_

School address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

School phone number \_\_\_\_\_ Email \_\_\_\_\_

Chairperson name and phone number \_\_\_\_\_

Book Fair dates \_\_\_\_\_ Number of Student Crew members \_\_\_\_\_ Book Fair total gross sales \_\_\_\_\_

School enrollment \_\_\_\_\_ School grade levels \_\_\_\_\_

Attach completed Entry Form to your description of results (500 words or less) along with supporting photos.

You can also download an entry form at [www.scholastic.com/bookfairs/contest](http://www.scholastic.com/bookfairs/contest)

I want my contest entry returned. I've enclosed \$5 for shipping and handling.

Entries accompanied by a check or money order (no cash) payable to Scholastic Book Fairs in the amount of five dollars (\$5) for shipping and handling, will be returned after 90 days from the date of the official winner announcement.

Mail to: Scholastic Book Fairs Fall 2013 National Middle School Student Crew Contest #20  
1080 Greenwood Blvd.  
Lake Mary, FL 32746

