



Forest Of Reading



# Promote the Forest

Become a Forest ambassador and promote Canada's largest recreational reading program to others! Here are tips and tricks to get the word out:

**Tell people about the program** — The Forest of Reading® is Canada's largest recreational reading program and has a tremendous impact on the Canadian publishing community. With 270,000 readers taking part every year, young readers have the unique opportunity to vote on the best nominated book for their age group.

**Let people know that it is inexpensive to register** — The one-time annual fee\* allows registrants to run all of the ten programs for as many readers as they would like!

	Elementary Schools	Secondary Schools	Community**
OLA Member	\$40	\$30	\$20
Non-Member	\$55	\$45	\$35

\*Fees do not include HST. \*\*Community Includes: Public Libraries, Literacy Centres, Homeschoolers, Individuals, and Families.

**Explain that when they sign up, they get access to —**

- Detailed guidelines for running their own successful program
- Ready to print promotional materials, letters to parents, and classroom materials
- More than 500 resources for all of nominated books as well as fun activities
- FREE access to virtual author visits with nominated authors

**Encourage people to like and follow the Forest of Reading Facebook and Twitter pages.**

**Ask people to visit [accessola.com/forest](http://accessola.com/forest)** — To learn more about the Forest of Reading and view the nominated lists.

**Invite people to attend the annual Forest of Reading Festival** — Young readers can attend award ceremonies, interact with the authors/illustrators through workshops and autographing, as well as take in Canadian entertainment, participate in activities and contests, receive free books, and meet others who love reading just as much as them!

**Fundraise and donate to the I Read Canadian Fund** — The I Read Canadian Fund supports getting Canadian books into the hands of young people across the country. This fund also supports the expansion of the Forest of Reading program into Indigenous, rural and priority communities, plus the delivery of books. Visit the website for more information: [ireadcanadian.com](http://ireadcanadian.com).

**Share our promotional flyers** — To those working in schools, libraries, and other institutions to let them know everything about the Forest! Visit the Forest website to download promotional materials for free.