



READ YOUR HEART OUT™

Program Dates:

October 1, 2012 - March 31, 2013

Dear Parents-

Thank you for taking an active role in encouraging your child to read!

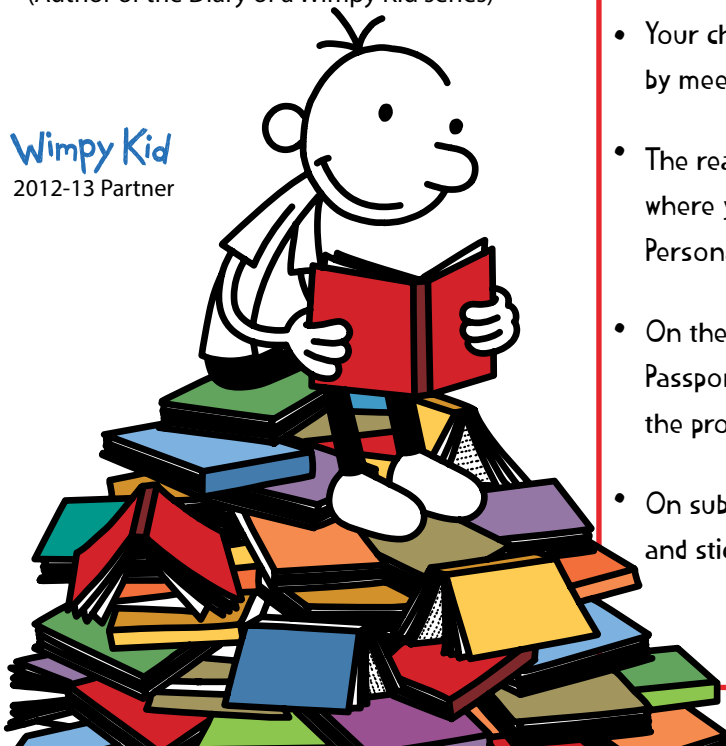
When I was young, my parents modeled good reading habits for me. My mother filled our house with books and my father introduced me to classic comic books from his own childhood. I learned that through reading, you can discover new worlds or simply see things from a different point of view.

You can foster a love of reading in your child by providing them with reading materials that pertain to their interests. Books, magazines, comics, web sites... it all counts!

Thank you for participating in the BOOK IT!® Program and for planting the seeds to turn your child into a lifelong reader.

Jeff Kinney
(Author of the Diary of a Wimpy Kid series)

Wimpy Kid
2012-13 Partner



Here's how BOOK IT! works:

- Your child has the opportunity to earn Reading Award Certificates by meeting monthly reading goals that his/her teacher will set.
- The reading award certificate can be redeemed at Pizza Hut® where your child will receive their very own free, one-topping Personal Pan Pizza®.*
- On the first visit, they will also receive an official BOOK IT! Passport to Reading and sticker to track their reading throughout the program months.
- On subsequent visits, they will get another free Personal Pan Pizza and sticker to add to their passport.

*There is no purchase necessary and pizza can be taken to go.

www.bookitprogram.com



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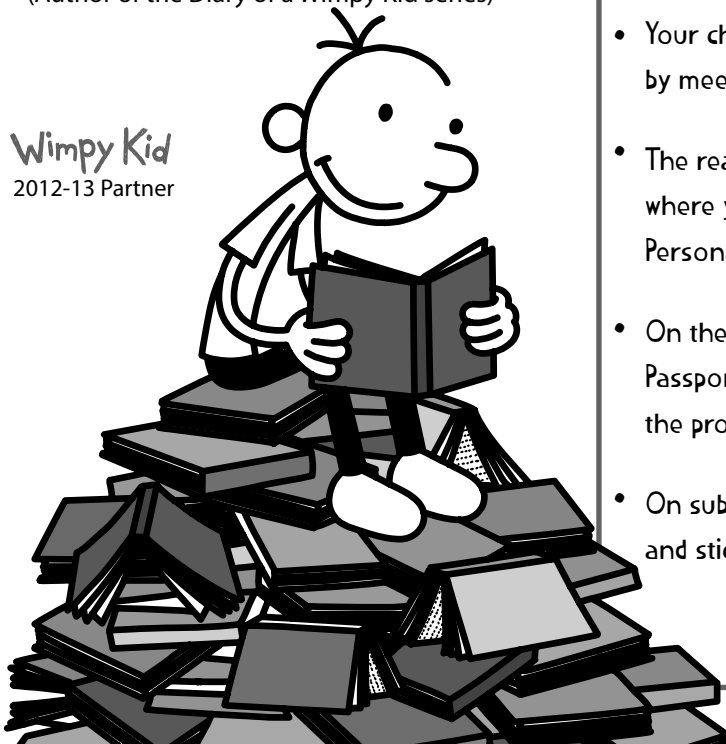
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