

FOR IMMEDIATE RELEASE

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News Release

Kern County Library's Annual Summer Reading Challenge Begins

Read to the Rhythm! June 1 – July 31, 2015

Get ready to read! The Kern County Library (KCL) is taking children and teens on an adventure this summer via the annual countywide Summer Reading Challenge (June 1 – July 31, 2015) by encouraging youth to read what they want over the Summer months – which helps instill a love of recreational reading. Numerous studies show that children who read for fun during the Summer often out-perform other children once back in school. The KCL Summer Reading Challenge helps to curb summer learning loss, by encouraging youth to read a minimum of 10 items.

New this Summer: sign-up [online](#), by visiting [KCLsummerchallenge.org](#)

Once titles are recorded and verified in person or online, children and teens become a “Finisher!” Finishers earn a free paperback book & incentives, *while supplies last*. This year, LEGOLAND®, Auntie Anne’s, Inc., BJ’s Restaurant & Brewhouse, Rubio’s Fresh Mexican Grill, and Friends of the Kern County Library, Inc., along with other business have donated books, coupons, and vouchers as reading incentives for participating children & teens.

All Summer long, the KCL Summer Reading Challenge offers over 300 **FREE** events and programs for all ages, exposing children to new skills, ideas, and learning opportunities. This Summer’s theme is *Read to the Rhythm!*; events included will be reptile and puppet shows, storytimes, arts & crafts, and many more programs that encourage and support a love of reading. This is an opportunity to cultivate a child’s inherent curiosity through books, technology, and a rich variety of programs. Last year, over 20,000 children & teens attended Summer Reading Challenge events at libraries countywide. *For more information, visit [kerncountylibrary.org](#).*

How to Participate in the Summer Reading Challenge

Read 10 books, magazines, graphic novels, audiobooks, eBooks; or for Teens, read for 10 hours.

Traditional Paper Sign-Up

- Pick up a Reading Record in person at your local Kern County Library branch.
- Record the 10 titles read on the paper Reading Record & have a parent sign it.
- Return your signed Reading Record to the library by **Friday, July 31, 2015**.

Online: [KCLsummerchallenge.org](#)

- Register for an account.
- Record the 10 titles read in the online Reading Log.
- You will be awarded with a Confirmation Badge. Print your Badge & bring it to the library by **Friday, July 31, 2015**.

Once completed, you will receive a **FREE** paperback book, provided by the Friends of the Kern County Library, Inc. & receive additional incentives, *while supplies last*.