

FOR IMMEDIATE RELEASE

DATE: May 31, 2016

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News Release

Kern County Library's Annual Summer Reading Challenge Begins

Read for the Win! June – July

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–July) 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.

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®, Nothing Bundt Cakes, Black Angus Steakhouse, Dewar’s, La Rosa Fruit Bars, Bakersfield Blaze, Condors, BJ’s®, Rubio’s® 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 500 **FREE** events and programs for all ages, exposing children to new skills, ideas, and learning opportunities. This Summer’s theme is *Read for the Win!*; events included are magic shows 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 30,000 children & teens attended Summer Reading Challenge events at libraries countywide. *For more information, visit KCLsummerchallenge.org.*

New this Summer: Take the Challenge online, by visiting KCLsummerchallenge.org

This year you can earn badges by engaging in community experiences! Get secret codes at participating locations throughout Kern County by attending scavenger hunts, activities at the library, and more.

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 **Saturday, July 30, 2016**.

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 **Saturday, July 30, 2016**.

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*.

Adults: Adults are invited to enter a drawing for books & other prizes, by signing up online for the Summer Reading Challenge at KCLsummerchallenge.org