

**Dear Parents and Families:**

Did you know that reading 20 minutes a day with your child is the best investment your family can make in their future? Research shows that children who read just 20 minutes per day score in the 90<sup>th</sup> percentile on standardized tests. Come to the Book Fair to stock up on the books your child will love reading and ignite your home reading habits.

Book Fair dates/times:

**[INSERT DATES/TIMES HERE]**

Visit [scholastic.com/fair](https://www.scholastic.com/fair) for more information. We look forward to seeing you and your family at our Book Fair!

Sincerely,

**[INSERT PRINCIPAL'S NAME HERE]**

Principal

**[INSERT NAME OF SCHOOL HERE]**

**READ 20**  
A student who reads

20:00

minutes per day

typically scores in  
**90th PERCENTILE**  
on standardized tests

Source: Nagy, Anderson and Herman, 1987

The graphic is a vertical rectangular box with an orange border. At the top, the text 'READ 20' is in large, bold, red font. Below it, 'A student who reads' is in a smaller black font. In the center, a digital clock display shows '20:00' in white on an orange background. Below the clock, 'minutes per day' is written in black. At the bottom, a green box contains the text 'typically scores in 90th PERCENTILE on standardized tests' in white. A small source note is at the very bottom.



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This graphic is identical to the one in the top right, featuring the 'READ 20' logo, a digital clock showing '20:00', and a green box stating 'typically scores in 90th PERCENTILE on standardized tests'.



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