

April 11, 2016

Dear Principal,

Thank you for your school's participation in last year's Summer Reading Club program. With your help, more than 17,000 people participated in the annual initiative, which helps prevent the dreaded 'Summer Slide'. We are pleased to report the program saw an 11 percent increase in participation over 2014.

We are working diligently to finalize plans for this year's program, ***On Your Mark, Get Set, Read!*** We are excited to offer some exciting new performers, programs and prizes for participants.

We are also thrilled to offer online registration for the first time ever. Students, teachers and parents can sign up for the Summer Reading Club, through Beanstack, a web-based program that allows participants to easily track books read, earn rewards and receive personalized recommendations of children's books and apps handpicked by staff. We hope this will make participating in the program, easier and more fun! We invite you to visit our website www.aacpl.net for information about signing up starting on June 6.

After much consideration we are also discontinuing the Chesapeake Cup contest. While we enjoyed acknowledging the work of one school per year, the contest prevented us from doing more promotion of the Summer Reading Club in schools as to not give an advantage to schools near our branches. We believe that promoting the Summer Reading Club in as many venues as possible, we'll be able to impact our young people more effectively and see higher participation. We hope you understand this decision.

We continue to appreciate your commitment to our mutual goal of creating lifelong readers and learners. We look forward to seeing your students, teachers and parents in our libraries this summer.

Sincerely,



Hampton "Skip" Auld
AACPL Chief Executive Officer