



Kensington Community Primary School

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Dear Parents and Carers,

*'The more that you read, the more things you'll know.
The more that you learn, the more places you'll go.'*
- Dr. Seuss



Motivating kids to read

Dear Parent or Guardian,

We are running a **Read for Good Readathon for the Month of March** and we'd love your child to join in.

It's been proven that children who read for pleasure are more likely to be successful and happy throughout their lives (OECD, 2002).

The charity **Read for Good** encourages children to read through its unique motivational approach that inspires reluctant readers to give reading a go and keen readers to read more widely. Pupils can choose whatever they want to read - from comics to classics and audiobooks to blogs - they are not being assessed, it's all about reading for fun! And, they are motivated to read because the money they raise in sponsorship helps to provide a regular supply of brand new books and a resident storyteller to every major children's hospital in the UK.

All you have to do is:

1. **Take a look at what they plan to read**, or help them complete their list of books to read. Remember they can read whatever they want: books, e-books, poetry, comics – anything goes! Sharing books is fine too (in fact recommended!) as well as listening to audio books.
2. **Help your child find sponsors among family and friends.** The easiest way to sponsor a child is at <https://readathon.my.salesforce-sites.com/sponsor> (which family and friends can use too) or return the sponsor card with a cheque(s) or cash sent to school.

Please support your child's sponsored read as much as you can. They'll be helping kids in hospitals get books, as well as helping themselves, and our school receives free books

worth 20% of our grand sponsorship total, so there really is something in it for everyone.

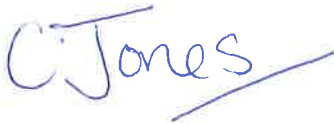
The children have been provided with their sponsorship sheets and bookmarks. For more information, check out your child's sponsorship card and visit www.readforgood.org

We are very excited to launch our Readathon and hope that many of pupils will be able to participate however, this event is optional. Similarly, you may wish to sponsor your children to read without money-based sponsorship, such as a visit to the park or earned time completing their favourite hobby or activity.

Whilst we aim to raise money to support a charity raising funds for children in hospital, our primary goal is to support parents and carers in supporting their child/children reading more regularly outside of school and to develop a love for reading!

If you have any questions, please do not hesitate to ask your child/s teacher.

Yours Sincerely



Chris Jones

English & Literacy Lead

