



BIGGER THAN WORDS

A LIVE WEBCAST WITH USHER

Learn how kids can open a world of possible through reading.

THURSDAY, NOVEMBER 6, 2014

Dear Teachers,

Research shows that regular daily reading not only boosts academic success, but it also seems to “awaken a person’s social and civic sense.”* Let’s work together to build a community of readers and help make a difference in their schools and in the world.

Scholastic is partnering with education advocate and eight-time Grammy Award-winning musician Usher around the launch of “Open a World of Possible,” a Scholastic reading initiative designed to elevate the importance and joy of reading for all children.



Live from Scholastic headquarters in New York City, Usher will encourage students, parents, and teachers to share their love of reading with others by making a difference in their schools and communities. Afterward, students and their teachers will learn how to make a difference all year long through a series of calls to action from Usher. The first action will be to vote for one of three leading nonprofit organizations that are providing books to the children in the United States and around the world who need them the most. **The Scholastic Possible Fund** will then donate 100,000 books, with each organization receiving a portion of the donation to distribute to kids in need.

Visit scholastic.com/usherwebcast to learn more and to register today for this exciting webcast.

Sincerely,

Scholastic

OUR PARTNERS:



GLOBAL CITIZEN



*Iyengar, S. and D. Ball. *A Question of National Consequence*. United States: National Endowment for the Arts, 2007.