

FOR IMMEDIATE RELEASE

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News Release

Kickoff the Kern County Library's Annual Summer Reading Challenge, June – July, 2017

Get ready to read! The Kern County Library (KCL) is taking children and teens on an adventure via the annual countywide Summer Reading Challenge (June–July) by encouraging youth to read during Summer– which helps instill a love of recreational reading and curb Summer reading loss. Numerous studies show that children who read during the Summer often out-perform other children once back in school. Once 10 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, Chick-Fil-A, La Rosa Fruit Bars, the Adventist Health Ice Center of Bakersfield, BJ's®, and the Friends of the Kern County Library, Inc., along with other business have donated books, coupons, and vouchers as reading incentives.

All Summer long, the KCL Summer Reading Challenge offers over 1,000 FREE events and programs for all ages, exposing children to new skills, ideas, and learning opportunities. This Summer's theme is *Reading By Design*; events included are magic shows and puppet shows, storytimes, STEAM events, 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 35,000 children & teens attended Summer Reading Challenge events at libraries countywide.

For more information, visit KCLsummerchallenge.org.

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 Log in person at your local Kern County Library branch.
- Record the 10 titles read on the paper Reading Log & have a parent sign it. Return your signed Reading Log to the Library by **Monday, July 31, 2017**.

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 **Monday, July 31, 2017**.

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 & more, by signing up online for the Summer Reading Challenge at KCLsummerchallenge.org

Kickoff Events in Bakersfield

Celebrate Summer Reading and sign up for the Challenge at one of these special Library events!

Friday, June 2

3pm – Wilson Branch

Saturday, June 3

10am – Beale Memorial
12:30pm – Rathbun Branch
1pm – Holloway-Gonzales

Monday, June 5

3pm – Baker Branch

Tuesday, June 6

11am – Southwest Branch