

# The **NEW** Book Fairs App Enhances Your Book Fair



The FREE Book Fairs app enables parents to scan a book cover or barcode to find the age, grade, or reading level for a book. This valuable information assists parents in finding the right-fit book for their child. In addition, the app arms volunteers and teachers with detailed information to assist shoppers in finding age-appropriate books.

## App Features

- Book details including, price, summary, videos, podcasts, and awards
- Reading levels for Accelerated Reader™, Developmental Reading Assessment, Lexile® levels, Guided Reading, and Scholastic Reading Counts!®
- Recommended or similar titles
- Create wish lists and share them! Simply print your wish list or send it to friends and family through email.
- Make book purchases through the Online Book Fair *(all purchases are added to your total Book Fair sales)\**

## Tips for Utilizing the App at Your Fair

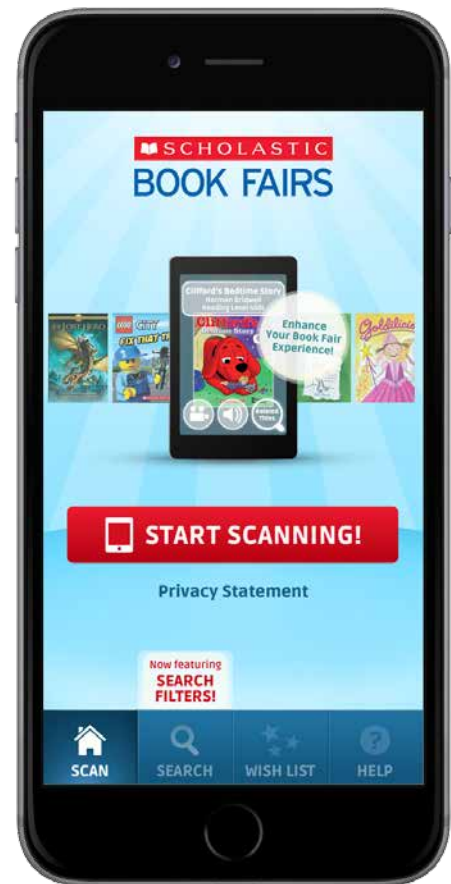
- **Ask volunteers to download the app** so they can help shoppers locate right-fit books. Reward volunteers for using the app!
- **Help parents find age-appropriate books** by scanning covers to see if the grade and reading level is a good fit for their child.
- **Encourage teachers to use reading-levels** to help select books for their Classroom Wish Lists. Remind them to print or send the lists to everyone they know!
- **Find high-interest books for students.** When recommending a book for a student, play the book video or podcast to pique his/her interest.
- **Locate books that fit into your school's reading assessment program.** The app provides leveling data for AR, DRA, Lexile®, Guided Reading, and Scholastic Reading Counts!®

## Help Parents Get Connected With the Book Fairs App

- **Send home letters to parents**, encouraging them to download the app before coming to the Fair. Find a sample letter in your Toolkit>Fair Files.
- **Provide flyers at the register**, explaining to parents the valuable tools they can access through the app. Flyers available in your Toolkit>Fair Files.

\*The purchase of books through the Book Fairs app is available only to schools participating in the Online Fair and does not apply to "Buy One, Get One Free" Fairs. Some app features may not be available for every title.

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