



May is SCHOLASTIC
NATIONAL **FAMILY** READING MONTH
SHOWCASE CATALOGUE 2025

MAY IS THE MONTH FOR READERS

EVERYTHING
HAPPENS IN MAY!

May is the month for readers, and it is 31 jam-packed days of fun reading events to celebrate the wonderful world of books, such as Scholastic's **NATIONAL FAMILY READING MONTH CHALLENGE**, writers' festivals, reading events and the NSW Premier's Literacy Awards, to name a few!

Scholastic proudly announce the 29th instalment of National Family Reading Month, which encourages families to read together on a regular basis to create strong reading habits.

THIS YEAR, WE ARE EXCITED TO ANNOUNCE THAT OUR AMBASSADOR FOR NATIONAL FAMILY READING MONTH 2025 IS MR. LUKE!

MAY 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
First/second week of May: Stella Awards (date TBA)	Second week of May: ABIA Awards (date TBA)	Third week of May: National Families Week (dates TBA) Third week of May: Kygole Readers & Writers Festival (dates TBA)	Fourth week of May: Bathurst Readers & Writers Festival (dates TBA)	LIVE EVENT NFRM LAUNCH 11AM AEST / 1PM NZST	Margaret River Readers & Writers Festival Day 1	Margaret River Readers & Writers Festival Day 2
Margaret River Readers & Writers Festival Day 3				Melbourne Writers Festival Day 1	Melbourne Writers Festival Day 2 Featherston Booktown Karukatea Festival Day 1	Melbourne Writers Festival Day 3 Featherston Booktown Karukatea Festival Day 2
Melbourne Writers Festival Day 4 Featherston Booktown Karukatea Festival Day 3		Auckland Writers Festival Day 1	Auckland Writers Festival Day 2	Auckland Writers Festival Day 3	Auckland Writers Festival Day 4	Auckland Writers Festival Day 5
Auckland Writers Festival Day 6	Sydney Writers Festival Day 1 NSW Literacy Awards	Sydney Writers Festival Day 2	Sydney Writers Festival Day 3 National Simultaneous Storytime	Sydney Writers Festival Day 4	Sydney Writers Festival Day 5	Sydney Writers Festival Day 6
Sydney Writers Festival Day 7				Words on the Waves Writers Festival Day 1	Words on the Waves Writers Festival Day 2 Capricorn Coast Readers & Writers Festival Day 1 Brisbane Readers & Writers Festival Day 1	Words on the Waves Writers Festival Day 3 Capricorn Coast Readers & Writers Festival Day 2 Brisbane Readers & Writers Festival Day 2

THE EVENT

NATIONAL FAMILY READING MONTH is a **LIVE EVENT**.

National Family Reading Month will launch on **THURSDAY 1ST OF MAY 2025 AT 11AM AEST AND 1PM NZST** where it will be livestreamed all across Australia and New Zealand via Facebook and YouTube.

Mr Luke will read his book ***Guess What We Are Doing Today?*** together with illustrator **CHRIS KENNETT** and kick off the 31-day challenge, as we **READ EVERY DAY! READ MORE IN MAY!**



WHAT IS

NATIONAL FAMILY READING MONTH?

NATIONAL FAMILY READING MONTH is an initiative that represents the heart of our business—literacy being the key to learning and achievement. We believe that all children, with the help of their families and reading role models, can benefit from a lifelong love of reading.

This year marks the 29th instalment of Scholastic's National Family Reading Month Challenge and it will be integrated across both Trade and School channels to maximize exposure. Parents and educators will be encouraged to support NFRM by accessing exclusive digital content and participating in the 31-day challenge. The challenge will also require an official registration which is incentivised with three phases of prizes.

This year's challenge will be supported by our Ambassador Mr Luke, illustrator Chris Kennett and more, who will show their participation in the challenge.

Parents, caregivers, booksellers, and educators can all get involved to encourage and support children to read every day to become strong independent readers.



ABOUT OUR AMBASSADOR



LUKE SPRINGER, known by his online followers as internationally renowned internet teaching sensation, Mr Luke, is a beloved teacher based in Adelaide who teaches children in their first year of school. With almost a decade of teaching experience under his belt and a passion for plants, Luke shares his experiences and the joys of being a male junior primary educator through engaging content online.

Since beginning his social media journey in 2019, Luke has amassed over 1.8 million followers on TikTok and almost 1 million followers on Instagram. He has captivated a large audience with his humorous and heart-warming videos about teaching 'tiny humans.' He frequently shares the funny and endearing things his students say and do, bringing smiles to his followers' faces.

Luke has previously worked with the Department of Education Australia and *Rolling Stone* and has spoken at national conferences and University information sessions. He has also appeared on *Playschool Story Time* and voiced characters on *ABC Reef School*.

"On Thursday 1st of May 2025 at 11am I will be reading my book *Guess What We Are Doing Today?* together with illustrator **Chris Kennett**. Livestreaming 11AM AEST and 1PM NZST all across Australia and New Zealand, families can tune into the launch event of the **National Family Reading Month**.

Why not join us and take the challenge this May by putting aside just **10 minutes a day**, every day to READ MORE IN MAY? By registering your commitment and tracking your reading milestones, you and your family can go in the draw to **win prizes** all month long."

MAY IS THE MONTH THAT READERS ARE REWARDED!



GUESS WHAT WE ARE DOING TODAY?

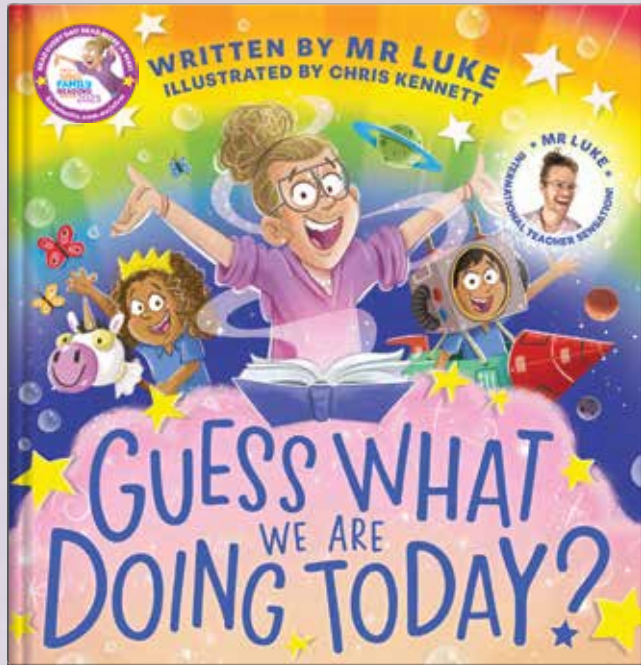


Written by
MR LUKE

Illustrated by
CHRIS KENNETT

60% OFF
For a limited time only*

NEW BOOK FROM
MR LUKE COMING
IN JUNE!



GUESS WHAT WE ARE DOING TODAY?

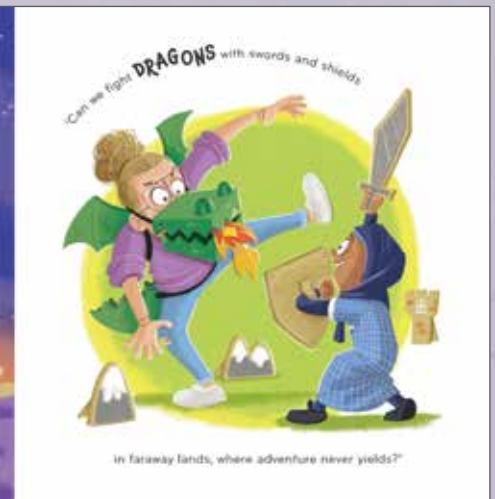
AU RRP: **\$18.99** *60% off RRP
NZ RRP: **\$24.99** *60% off RRP

Author: LUKE SPRINGER
Illustrator: CHRIS KENNETT
Publisher: SCHOLASTIC AUSTRALIA
ISBN: 9781760265533
Format: HARDBACK
Type: PICTURE
Age Level: 3+
Dimensions: 250 X 240 MM
Page Count: 24 PP



The children in Mr Luke's class are **BRIMMING** with ideas about what they might be doing today. Will they battle a dragon? Fly into space? Sail the seas or ride unicorns? Could there be a way for them to do all the things they **IMAGINE**?

Written by internationally renowned teacher sensation, Mr Luke.



* Promotional offer for the purchase period—29 November 2024 to 31 May 2025. Contact your Territory Manager today.

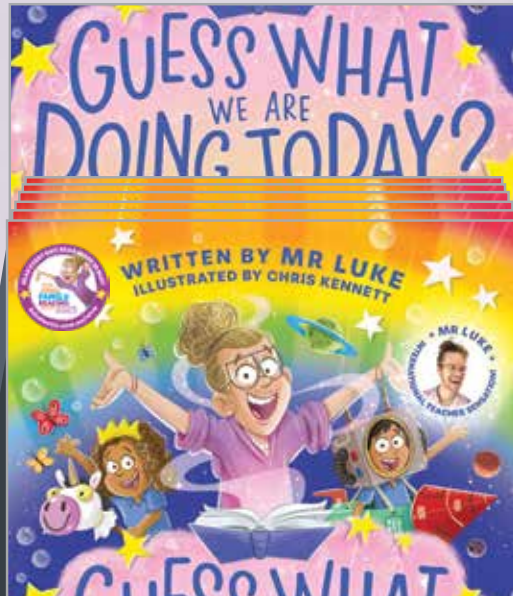
GUESS WHAT WE ARE DOING TODAY?



Written by
MR LUKE

Illustrated by
CHRIS KENNETT

60% OFF
For a limited time only*



Design not final.



Design not final.

SCHOLASTIC

BONUS
FREE COUNTER
PACK

6-COPY COUNTER PACK

AU RRP: **\$113.94** *60% off RRP

NZ RRP: **\$149.94** *60% off RRP

ISBN: 9781761641404



Includes:

Guess What We Are Doing Today?
9781760265533 x 6

Counter Pack + Header

Header sticker

SCHOLASTIC

BONUS
FREE COUNTER
PACK

12-COPY COUNTER PACK

AU RRP: **\$227.88** *60% off RRP

NZ RRP: **\$299.88** *60% off RRP

ISBN: 9781761641411



Includes:

Guess What We Are Doing Today?
9781760265533 x 12

Counter Pack + Header

Header sticker

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HOW TO SUPPORT NFRM IN YOUR STORE

This is your opportunity to join the celebration of reading for **NATIONAL FAMILY READING MONTH**.

Bring your store alive with your favourite books and hold this event on the 1st of May to **READ EVERY DAY! READ MORE IN MAY!**

With your stores' support and contagious enthusiasm we can help build the momentum for families across Australia and New Zealand to join the challenge and **READ MORE IN MAY!**

You can guide customers' families in the following ways:

HANDING OUT BOOKMARKS

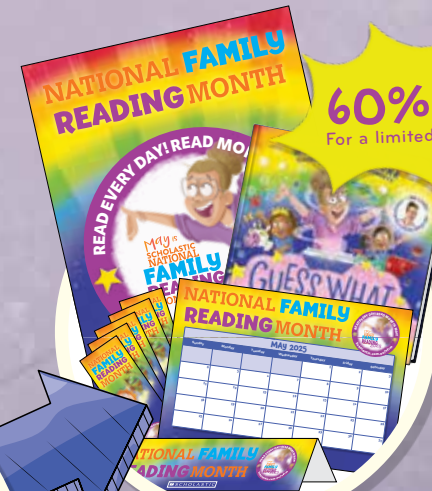
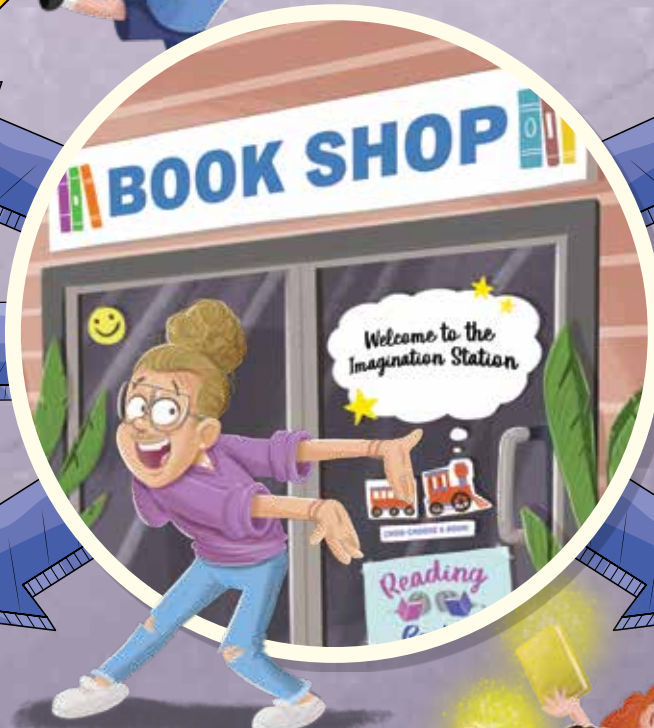
Encourage customers to register for the 31-Day Challenge.

Create a reading corner!



HOLD A LAUNCH PARTY AT YOUR STORE

Celebrate the launch of NFRM by holding a launch party in your store 1 May at 11AM AEST and 1PM NZST



Create awareness with an instore display—take advantage of 60% off purchase offering.

Use the NFRM Shelf talker to recommend great books on your shelves and add staff picks.



MAKE A SPECIAL SELECTION OF BOOKS

- Store favourites
- Best of each genre
- Family favourites
- Oldies but goodies



YOU AND YOUR CUSTOMERS CAN REGISTER AND TAKE THE 31-DAY CHALLENGE

INCENTIVES TO REGISTER

Register between 1 February and 28 February to win **ONE OF 50 SIGNED BOOKS** from Mr Luke!

Register between 1 March and 31 March to win **ONE OF 50 FREE BOOK PACKS** worth \$150 RRP!

Register between 1 April and 30 April to win **ONE OF 50 SIGNED EDITIONS** of Mr Luke's new book releasing in June 2025!

When you and your customers register your commitment and track their reading milestones, their family can go in the draw to win prizes throughout the month of May.

Take the challenge here:
scholastic.com.au/nfrm
(Live from 1 February 2025)



CELEBRATE WITH US

Simply share photos of your store on social media during the month of May.

- | | | |
|---|----------------------|------------------------|
|  | @scholasticaustralia | #NFRM |
|  | @scholastic_au | #ReadEveryday |
|  | iam.mrluke | #ReadMoreInMay |
| | | #MillionsOfKidsReading |

PLUS MAJOR PRIZES TO BE WON!



SELL-IN TOOLKIT TO HELP YOU CELEBRATE NATIONAL FAMILY READING MONTH

To help you promote this event we will provide you with an Instore promotion Tool Kit for activation in your store;

You will receive a personal letter from author and NFRM Ambassador Mr Luke, plus;

- **INFORMATION SHEET** telling you everything you need to know.
- **DISCOUNT OFFERING OF 60%** for purchasing *Guess What we are Doing Today?*
- **ADVERTISING POSTER** detailing how to register and take the challenge.
- **SHELF TALKERS** so your staff can make recommendations.
- **CALENDAR OF MAY EVENTS** to put up in your store.
- **BOOKMARKS** detailing How to Register and Take the Challenge for your customers.

TO PROMOTE NATIONAL FAMILY READING MONTH SPEAK TO YOUR TRADE MANAGER TODAY!



NOT FINAL DESIGN

NATIONAL FAMILY READING MONTH IS SUPPORTED BY AN EXTENSIVE MARKETING AND ADVERTISING CAMPAIGN.

Schools channel Australia and New Zealand: Reaching 2.5 MILLION kids, 3 MILLON parents, 120,000 teachers!	Book Club Book Fairs
Social media channels: Reaching over 100,000 followers!	facebook    LinkedIn  TikTok
Online retailer channels and online advertising!	 Books+Publishing amazon
PR and author channels + Live streaming of the event!	facebook  YouTube
Opportunity to maximise exposure in your store!	REACH OUT: WE ARE HERE TO HELP!



Ordering process:

- 1 Select titles and quantities required.
- 2 Complete delivery information below.
- 3 Return to Customer Service via email, fax or your Territory Manager.

DELIVERY INFORMATION

STORE NAME:

ACCOUNT NUMBER:

AUSTRALIA:

Email: order_processing@scholastic.com.au
Fax: (02) 4304 0202

Queries:

Email: customer_service@scholastic.com.au
Phone: (02) 4329 9473

NEW ZEALAND

Email: orders@scholastic.co.nz
Fax: (09) 274 8115

Queries:

Email: enquiries@scholastic.co.nz
Phone: (09) 274 8112 or 0800 724 652

Ordering Information

If you wish to order a Counter Pack and/or Dump Bin please speak to your TM.

Prices are correct at time of printing. Prices subject to change without notice.
Scholastic is committed to bringing children and books together and may opt to release titles early to schools. Should this occur with any of the titles listed in this edition of Parade our Trade customers will be able to access these titles as early as our school customers.
All items in this catalogue are ordered in good faith at the time of printing however, some items may be delayed/cancelled or become NBO (Non backorderable) due to unforeseeable circumstances.

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& Central Coast
0411 882 398

Amanda Hogan
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Mountains
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Terry Woods
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Megan Stein
St. George & Fairfield Region
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Candice Harrison-Celdran
Sydney North Shore
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Bec Goldsmith
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0413 867 710

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