



The perfect solution to excite kids about reading...

KIDS WHO READ "R" COOL



“Brian Richard’s Reading Is Cool magic show is extraordinary. He provides a highly entertaining magic show that is completely effective with primary age children. He understands a primary audience- he knows how to make kids laugh and how to maintain control in a positive way. In addition to his fine magic skills, Brian presents important messages about reading without being preachy. Until I saw his printed material, I thought his performance had been specifically tailored to our reading program. It was just excellent. I would strongly recommend Brian’s Reading Is Cool for any primary school looking for a great magic show. You’ll get a great performance and a boost for your reading program to boot!”

-Frank Johnson Principal, Peter Hobart Primary Center
St. Louis Park, MN.



Hello, my name is Brian Richards and I am proud to share with you my very special program, “Kids who read are COOL!” This delightful program entertains as well as motivates kids to read and get excited about books. I have performed this program hundreds of times in libraries, schools and even bookstores.

The 3 main themes that are reinforced during this 30 minute presentation are as follows:

#1 *READING IS FUN!*

#2 *READING EXPANDS YOUR IMAGINATION!*

#3 *THE MORE YOU READ, THE MORE YOU KNOW!*

Another great benefit to this program is the handout that can be taken home and used as a discussion sheet to further reinforce this program.

Of course at the end of the program I will give out my traditional “BIG BUCKS” that teach how to do 5 magic tricks!!

Now those are the main themes of the program but they will also learn important concepts such as:

- Learning through books is a lifelong journey!!
- Books are a great resource for learning new skills and hobbies!!
- Books help us improve skills we already know!!
- The importance of reading at least 30 minutes a day!!
- The joy of audio learning!!



WHEN: January 25, 2018

TIME: 5:30 p.m.

WHERE: Prentice Elementary - Prentice, WI.



Laughter and Learning are truly contagious with the magical program “Kids who Read Are Cool”!