

*The perfect solution to excite kids about reading...*

# **KIDS WHO READ "R" COOL**



Dear Principal Scholz

I am very excited to share with you my one of a kind program, KIDS WHO READ ARE COOL. This motivational program mixes humor, audience interaction, magic and an important message about lifelong reading. Attached, you will find the documents for the helpful promotional packet. Below is a quick list of the documents and how to best utilize them.

1. Legal Poster....This is a legal size color poster. If you want to save on color ink you can print the poster in black and white and photo copy them.
2. A simple press release that you may send out to the main paper, local paper, parent magazines, T.V. stations, cable networks etc. This is a suggested format you may edit it in any way you see fit.
3. Camera Ready Flyer...again this flyer is in color. But as with the legal posters you can always print the flyer in black and white to save ink and photocopy them.
4. Photo ready ads....4 different ads that can be used for your newsletters or local paper.
5. Camera ready magic trick flyer...Make up as many as you want to hand out to the kids prior to the show or after the show.
6. Camera ready optical illusion sheet....Again, make up as many as you want to hand out before or after the program.

Thanks,

*Brian Richards*