

## Promoting and running the Six Book Challenge 2010

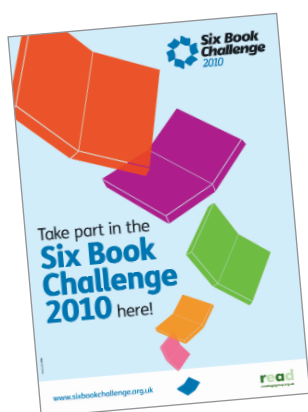
The Reading Agency is now offering print materials and incentive items for the Six Book Challenge 2010 for immediate purchase with a special Early Bird discount. Order now at [www.readingagency.org.uk/shop](http://www.readingagency.org.uk/shop)

The Reading Agency's Six Book Challenge invites less confident readers to read six books and record their reading in a diary in order to receive a certificate and incentives along the way. Nearly 9000 adults across the UK took part in 2009 through libraries, colleges, adult

and community education, prisons and workplaces – up by more than a quarter on the scheme's first year in 2008. And the Six Book Challenge was named as a finalist for the CILIP Libraries Change Lives Award 2009.

For 2010 we have designed a single pack to publicise the Six Book Challenge and to run it with 50 participants. We provide purchasers with downloadable templates (eg registration form) and regular email support. Incentives are also available for purchase (see below).

### Six Book Challenge pack (for 50 participants)



5 A3 posters



5 A4 posters



50 certificates



100 A6 invitations



100 bookmarks



25 A5 flyers



50 book recommendation leaflets



50 reading diaries

**One pack for 50 participants: £75.00**  
**2 – 9 packs: £67.50 each**  
**10 – 19 packs: £65.00 each**  
**20 packs: £60.00 each**  
 Plus VAT and delivery charges

#### Early Bird offer until 8 November

**One pack for 50 participants: £70.00**  
**2 – 9 packs: £62.50 each**  
**10 – 19 packs: £60.00 each**  
**20 packs: £55.00 each**  
 Plus VAT and delivery charges

### Branded incentive packs



50 key rings  
£25.00



10 mugs  
£27.50



100 pens  
£27.00



100 fridge magnets  
£25.00

Plus VAT and delivery charges on all orders