

# IAFE And NICA Offer Read And Win Program

The IAFE and the National Independent Concessionaires Association (NICA) invite IAFE member fairs to participate in the IAFE/NICA Read and Win program. Offered for the 13th consecutive year, the program benefits local elementary-school children by encouraging them to read library books. For reading the books, students in grades one through eight are rewarded with both a ribbon bookmark provided by the IAFE and NICA, and vouchers for complimentary fair admission, midway rides, a soft drink, and/or similar items provided by participating fairs, midways, and/or concessionaires.

To participate, fairs first develop a free or discounted voucher offer to be awarded along with the Read and Win bookmark. Fairs then

make arrangements with their local libraries and school departments to distribute the rewards.

The IAFE office will provide up to 1,000 complimentary ribbons to each participating fair. Additional ribbons may be purchased for 7 cents each. It is recommended that the initial number of ribbons ordered equal 20% of the total number of students enrolled in grades one through eight in the region the fair plans to include in the program.

Fairs are responsible for providing their own publicity and are asked to submit a follow-up report on the success of the program to the IAFE office. The reports will be shared with NICA.

If you have questions, please call Lindsey Steiro at 800/516-0313.

## READ AND WIN ORDER FORM

Fair: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Dates of Fair: \_\_\_\_\_

For each book checked out, read, and returned to the local or school library, students in grades one through eight will receive a ribbon bookmark and a voucher to be redeemed at the current year's fair for the following item(s):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

The fair also agrees to submit a report on the success of the program at the conclusion of the fair to the IAFE office. This information will be shared with NICA.

Request Submitted by: \_\_\_\_\_

Title: \_\_\_\_\_

Number of Ribbons Requested: \_\_\_\_\_

Amount Enclosed (If Ordering Additional Ribbons): \_\_\_\_\_

**iafe**<sup>®</sup>  
THE  
NETWORK!

RETURN TO: IAFE  
ATTN: EDUCATION DEPARTMENT  
3043 E. CAIRO  
SPRINGFIELD, MO 65802