

FOREST OF READING

Canada's largest recreational reading program

ABOUT THE FOREST

The Forest of Reading® is Canada's largest recreational reading program! This initiative of the Ontario Library Association (OLA) offers **eight reading programs** to encourage a love of reading in people of all ages. The Forest helps celebrate Canadian books, publishers, authors and illustrators.

More than **270,000 readers** participate annually from their School and/or Public Library. All Ontarians/Canadians are invited to participate via their local public library, school library, or individually. The program aims to:

- Create a meaningful experience for your readers and create exciting opportunities for reluctant readers to create lifelong readers.
- A proven head start: Children who read for fun have higher literacy scores, have more success in science and math, and are more socially and civically engaged (Reading for Joy, P4E, 2011).
- With fun activities, prizes and more, the Forest of Reading puts libraries at the heart of the action!
- Help support and celebrate Canadian books, publishers, authors and illustrators by taking advantage of the Forest's curated, all-Canadian reading lists for all ages and levels.



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**Forest of
Reading®**
by the Ontario Library Association

OUR PARTICIPANTS

Celebrating readers around the globe

NOT YOUR AVERAGE PROGRAM

OUR REGISTRANTS

The Forest of Reading program is run in public libraries, classrooms and school libraries and homes in Canada and beyond. The program is growing each year, with 29% of registrations in 2017 running it for the first time. By registering with the Forest, libraries and schools transform young readers into lifelong readers.

THE CHOICE IS YOURS

With the Forest of Reading, your opinion matters. The program is democracy in action, with registrants receiving the unique opportunity to vote on their favourite nominated book for their age group.

HOW WE ENGAGE

Registrants also have access to opportunities for author visits and online chats, as well as hundreds of resources that help them to run the program.

The numbers.

230,000 active voters

200+ public libraries

4,500+ program registrants

270,000 active participants

400+ volunteers



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OUR AUTHORS

Supporting our nation's authors and illustrators

As a writer I've never seen so many kids so excited about books. –Kenneth Oppel

The Forest of Reading is validation that my writing is read, enjoyed and appreciated by children.

–Anne Renaud

...thousands of youth are experiencing the thrill of a true passion for books

– Valerie Sherrard

The Forest of Reading is a dynamic and exciting experience for any writer.

– David Skuy

Over 1,000 titles are submitted to the Forest of Reading program each year. Publisher and author/illustrator involvement is so integral to the success of the Forest programs.

Being nominated for a Forest of Reading award is a privilege that many Canadian authors and illustrators welcome. Once a title is nominated, book sales can increase by the thousands.

The Forest represents over 20 years of the best in Canadian literature. Year after year, young voters in the Forest of Reading program have recognized nationally celebrated authors, including: Eric Walters, Kenneth Oppel, Susan Nielsen, Marsha Skrypuch, Kevin Sylvester, David Skuy, Helaine Becker, and Caroline Pignat.

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FESTIVAL OF TREES

A rock concert of reading for young readers

The Festival of Trees is the annual celebration of the Forest of Reading that brings together young readers, authors, illustrators, teachers, library staff and parents.

It is the largest children's literature festival in Canada and attracts attendees from dozens of school boards, public libraries and communities around Ontario. The days are packed with fun and engaging activities, including award ceremonies, author/illustrator workshops, roving entertainments, games, and giveaways. The Festival is growing and has tripled its attendance since its inception in 2007.

Due to demand, the Toronto Festival was expanded into a three-day event, with one day focusing exclusively on French-Canadian authors and programming.

AS SEEN ON:



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20,000 involved in the Forest celebrations and Festivals

\$15,000 raised for the I Read Canadian Fund

90 authors/illustrators attended

80+ workshops given by nominees yearly

200+ readers brought in using I Read Canadian Fund money



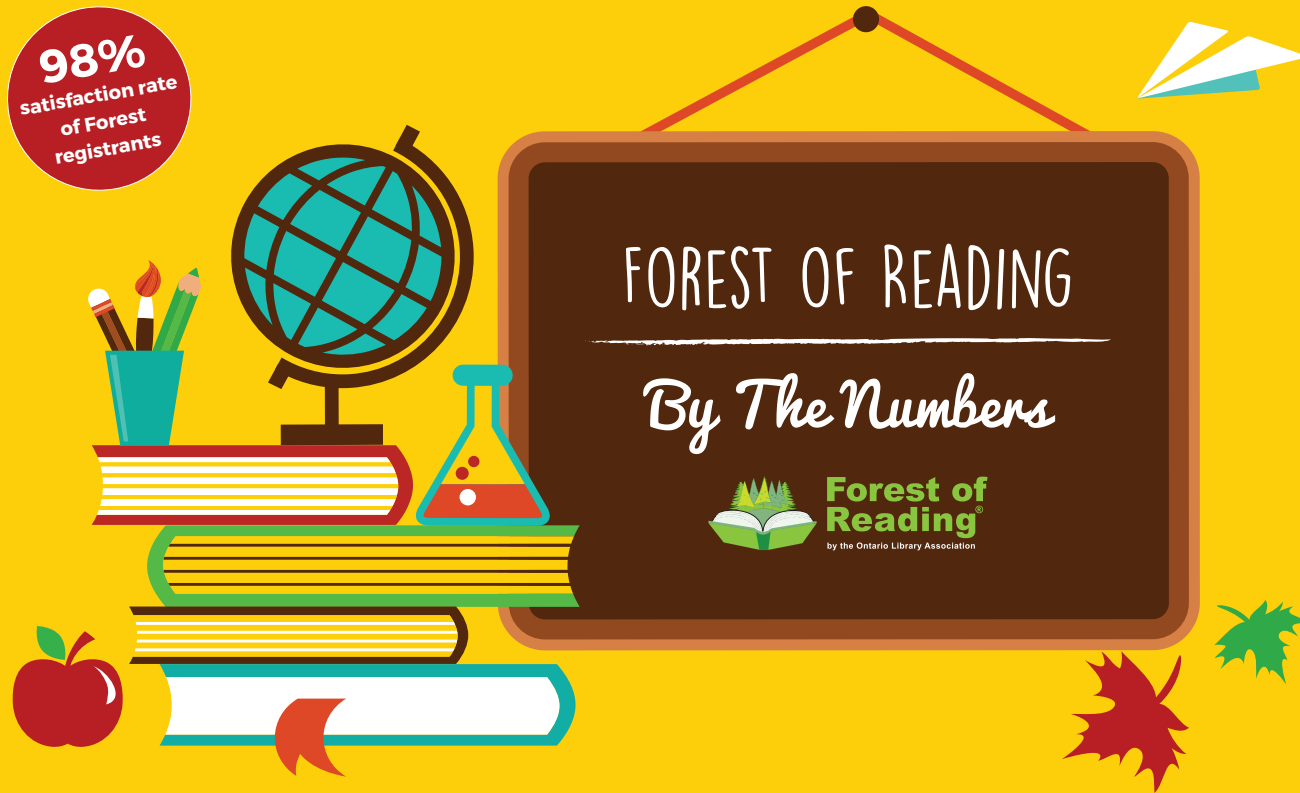
EMAIL SPONSORSHIP@ACCESSOLA.COM FOR MORE INFORMATION ON SPONSORING THE FESTIVAL OF TREES.

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Forest of Reading
by the Ontario Library Association



The Forest of Reading® is Canada's largest recreational reading program - more than 270,000 readers participate every year individually, or at their school or public library. This initiative by the Ontario Library Association offers eight reading programs for all ages, and each program consists of popular Canadian fiction and non-fiction titles.



GIVE. READ. GROW.

I Read Canadian Fund

Every young Canadian should have free access to Canadian books.



Help make this a priority through the I Read Canadian Fund.



7

average number of years that the program is run in each institution



30%

of registrants ran the program for the first time



155

average number of readers in each registered institution



45% of Forest Readers are male



55% of Forest Readers are female

The Award Programs



1,000+

books submitted for consideration



8

Award Programs in the Forest of Reading



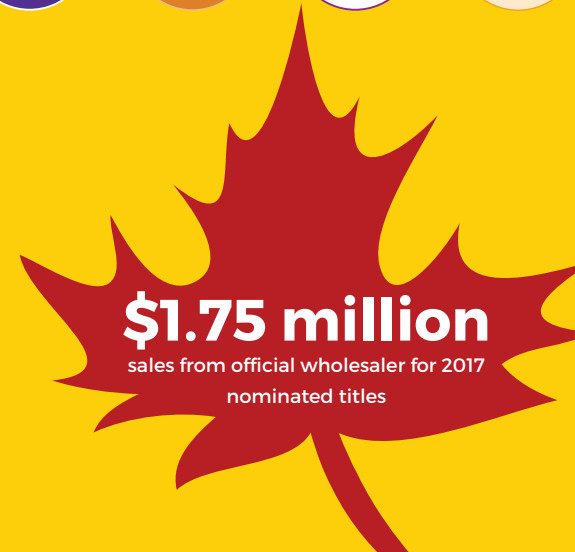
108

Canadian titles nominated for the award programs



\$1.75 million

sales from official wholesaler for 2017 nominated titles



The Festival of Trees™

The Festival of Trees is the annual celebration of the Forest of Reading that brings together young readers, authors, illustrators, teachers, library staff and parents.

For more information on the Festival, please visit forestfestivaloftrees.ca.

\$15,000 raised for the I Read Canadian Fund

200+ readers brought in using I Read Canadian Fund money

20,000 involved in the Forest celebrations and Festivals

90 authors/illustrators attended

80+ workshops given by nominees yearly



Did You Know?

400+ volunteers

are involved in the Forest of Reading, making the program the largest volunteer opportunity in the Ontario Library Association

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Stats collected Ontario Library Association and BookNet. © Ontario Library Association 2017

WHAT IS THE VALUE PROPOSITION OF THE FOREST OF READING PROGRAM?

Let's Discuss

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