



THE ROOTLETS' SCHOOL ROCKS PROGRAM

A Brief Overview of The Program:

Good nutrition and reading are two *very* important ingredients that help children succeed in school...and in life!

They're also two things that we're *very* passionate about.

We created The Rootlets' School Rocks program as a way to partner with educators to inspire a new generation of lifelong readers and healthy eaters! Through education, entertainment and philanthropic efforts, The Rootlets' School Rocks Program empowers students to build Super Roots (aka healthy habits), eat more veggies, nurture their love of literature and spread kindness.

Benefits of the program include: book donations, discounts and fundraising incentives to school libraries, complimentary author events and classroom visits, and toolkits for educators that include discussion guides, printable activities, healthy eating and living tip sheets, online learning, games, coloring and more!

The biggest benefit, and the one that fills us with the most pride, is our *Rooting For You* initiative, which supports our company's mission to spread social goodness, kindness and wellness by giving back to the kids of our community and beyond!

The Rootlets' *Rooting For You* Initiative:

Rooting For You is a fundraising initiative that supports your school, as well as the children and families of Lurie Children's Hospital.

Here's how it works:

When your school hosts a Rootlets book sale, we'll donate 10% of the total book sales back to your school library or PTA, and we'll also donate another 10% of the total book sales to the children of Lurie Children's Hospital in Chicago.

We're rooting for all children to be healthy, smart and happy...and by giving back to your school and Lurie Children's Hospital, we're able to help achieve this in a meaningful way!

In addition to fundraising, *Rooting For You* also connects your amazing students with the sweet patients of Lurie Children's, through inspiring and motivational Rootlets greeting cards. Every student that purchases or receives a Rootlets book will also receive a card that they can personalize for a child in the hospital. This is a great way for your students to spread kindness and smiles, and to root for the children of Lurie Children's to stay strong, be brave and feel better!

About Lurie Children's:

Ann & Robert H. Lurie Children's Hospital of Chicago is a state-of-the-art hospital located in downtown Chicago on the campus of its academic partner, Northwestern University Feinberg School of Medicine. The hospital is ranked as one of the nation's top 10 children's hospitals in *U.S. News & World Report*. The hospital relies on philanthropic support to care for more than 174,000 children each year. Learn more at luriechildrens.org.

Hosting a Rootlets Book Sale and The School Rocks Benefits!

There are two ways that you can host a Rootlets book sale and participate in our *Rooting For You* initiative.

1. The school can pre-purchase copies of *any* book in The Rootlets series for students at the School Rocks discounted rate of: \$10.00/per book

The Rootlets' School Rocks benefits include:

- Exclusive discounted price per book (over 20% off the sales price)
- Discounted (or waived!) author school visit fees
- Inclusion in our *Rooting For You* initiative (fundraising for your school library or PTA and Lurie Children's Hospital)
- Providing your students with their very own copies of a Rootlets (author autographed) book

2. Parents and/or students can pre-purchase *any* book in The Rootlets series at the School Rocks discounted rate of: \$10.00/per book

The Rootlets School Rocks benefits include:

- Exclusive discounted price per book for your students and families (over 20% off the sales price)
- Discounted (or waived!) author school visit fees
- Inclusion in our *Rooting For You* initiative (fundraising for your school library or PTA and Lurie Children's Hospital)
- No cost for your school

EVERY SCHOOL is welcome to take advantage of The Rootlets' School Rocks book sale benefits and participate in our *Rooting For You* initiative, without hosting an author visit. An author visit is just an optional add-on benefit!

A FREE Rootlets Book Donation For Your School Library – A Rootlets' School Rocks Exclusive!

With every Rootlets book sale that you host, or author visit that you schedule, a **FREE** copy of our first book, *The Rootlets: Super Rootabilities*, will be donated to your school library.



THE ROOTLETS AWARD-WINNING BOOKS:

- Showcase the superpowers of veggies and good nutrition in a refreshingly fun way
- Easily differentiated for diverse learners
- Excellent examples of how figurative language can be used in literature
- Perfect for use as “DEAR” (Drop Everything And Read) books
- Jam-packed with bold, bright, colorful illustrations that are visually captivating and will dazzle students' imaginations



Veggies are cool. Reading is cool. Kindness is cool. And School Rocks! So, let's have some fun, vegucate and make a difference together!

Contact Us:

For questions or more information on our Rootlets School Rocks Program, to host a Rootlets book sale or to schedule your author visit, please contact us at:

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