

1. Toronto Public Library Welcome Letter

Welcome to Laugh Out Loud

The Toronto Public Library is pleased to present the TD Summer Reading Club 2008 made possible through the support of TD Bank Financial Group. This award-winning program runs to capacity crowds in libraries across the province and most of Canada. A team of children's librarians from the public libraries of Toronto, Ottawa and Montréal developed the theme and the materials for the program. The team has been working feverishly for the past few months getting this program ready. The first step was choosing the theme and the artist. This year the theme was chosen by a nationwide vote by staff in the public libraries that participate in the program. Children will be rolling in the aisles laughing this summer because the theme for this year's program is humour. It was chosen to appeal to all children. The program title is *Laugh Out Loud* and you will be seeing the acronym *LOL* on much of the artwork. It is recognized by children and youth across Canada as a chat expression to illustrate laughter during a text conversation or that something was found funny.

The best way to build reading skills is to find a way to make reading exciting for kids and nothing beats humour when it comes to generating excitement. Be on the alert for fun books, stories and poems, hilarious jokes to tickle the funny bone, games that result in side-splitting, rib-tickling fun, brain teasers, tongue twisters, and knock-knock jokes that will have children roaring with laughter. There will be loads of fun!

Our illustrators are chosen through rigorous selection processes. Past illustrators have included such talents as Barbara Reid, Andrea Wayne-von-Königsöw, Robin Muller, Paul Morin, Ange Zhang, Martha Newbigging and Joe Weissmann. This year, the cartoonist Patricia Storms will be drawing the *Laugh Out Loud* poster and providing illustrations for the supporting materials.

One of the challenges of the program has been to make the materials adaptable to libraries of any size. Staff is encouraged to bring their strengths and interests to this exciting summer event. The TD Summer Reading Club was specifically developed to allow libraries across the country to adapt the program to suit their community. The common element of the program has been that a child can visit any library and expect to receive a full-colour poster, a sheet of stickers and an activity booklet. In some locations the stickers are used as incentives: each time a book is reported on, a sticker is handed out. In other locations the stickers are given out all at once. Each sticker is placed on a given area of the poster, revealing something new. Branches decide how best to run the program given their staffing levels and the number of children participating. The materials have been designed to offer libraries of all sizes the greatest flexibility in delivering the program.

Included in this staff manual are forms, templates and clip art for activities and suggestions for running a successful reading club that branches can use with children throughout the summer. An exciting TD SRC kids' website will be available from mid-June until the end of the summer at

<http://tdsrc.torontopubliclibrary.ca>

We hope that you have a wonderful summer introducing the children in your community to the TD Summer Reading Club 2008 *Laugh Out Loud*.

Yours in Reading Fun,

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