

2001: 'Read 4 Rewards'

Title: **Read 4 Rewards**

Produced by: *Star Publications*

Country: Malaysia

Language: English

Category: Editorial by the Young - Reading/Literacy

• **Description:** A 6-month program to encourage children at both primary and secondary levels to read books in written English.

Star-NIE and Pizza Hut worked together and offered school children pizza voucher as a reward for achieving reading targets. The nationwide reading campaign was open to schools in all 13 states and the Federal Territory of Malaysia. Teachers were encouraged to keep track of their students' progress by Teacher Prizes. Whenever 50 percent of students in a class achieved their target goal, the teacher received a pizza. The 3 schools that had the highest percentage of readers were rewarded with books (varying from RM2 000 to RM 10 000) and a plaque.

There was also a scrapbook contest where students worked together for 6 months to produce a scrapbook of newspaper cuttings. The cuttings had to relate in some way to the books students read during the campaign. Classes with the 5 best scrapbooks won Pizza Hut parties, each worth RM 1 000.

• **Audience:** School aged children from 5 – 14

• **Results:** More than 8,000 students won about 23,229 pizza vouchers. Each voucher represented 4 books that a student read in a month. A total 92,916 books were read in March, April and May of 1998.

• **Contact Information:**

Leanne Goh

Star-NIE

Star Publications (Malaysia) Berhad

13 Jalan 13/6

46200 Petaling Jaya

Malaysia

Phone: [\(603\) 758 1188](tel:(603)7581188) ext. 146

Fax: [\(603\) 755 4039](tel:(603)7554039)