Each year Read for the Record brings together millions of adults and children as they read the same book on the same day, building an intergenerational community through the power of reading. To date, the campaign has amassed 22 million participants worldwide and has facilitated the distribution of hundreds of thousands of high-quality books to children in underserved communities.

JUMPSTART CELEBRATES READ FOR THE RECORD BY:

- Hosting events on Read for the Record day to promote the importance of early language and literacy skills
- Promoting the power of reading through partnerships with celebrity literacy champions, corporate sponsors, nonprofit organizations, and others
- Building home libraries by donating over 150,000 books to children in underserved communities across the U.S.

JUMPSTART’S READ FOR THE RECORD SPECIAL EDITION CAMPAIGN BOOK

Jumpstart works with our selected publishing partner to create a proprietary special edition which includes: activity guides and resources that bring the book to life, vocabulary words, tips for reading with young children, and comprehension questions.
WHY A SPECIAL EDITION?

To increase accessibility to quality books, Jumpstart’s special edition is always published in:

- **Paperback** — Publishing in softcover allows Jumpstart to offer the campaign book at a lower price point
- **English and Spanish** — Offering multiple languages broadens the audience of children and families who can read the story together on *Read for the Record* day and beyond

22 MILLION READERS AND COUNTING…JOIN US!

- Pledge to read on October 28, 2021 at [readfortherecord.org](http://readfortherecord.org)
- Share your commitment on social media to read with a child, local classroom, or in your community using #ReadfortheRecord
- Order copies of Jumpstart’s special edition campaign book at [readfortherecord.org](http://readfortherecord.org)
- Partner with Jumpstart to host an event
- Engage your local school district in Jumpstart’s *Read for the Record*
- Sponsor a *Read for the Record* event or start a peer-to-peer fundraising campaign through CrowdRise

ABOUT JUMPSTART FOR YOUNG CHILDREN

Jumpstart is a national early education non-profit working towards the day when **every child enters kindergarten prepared to succeed**. We recruit and train college student volunteers to deliver our programming in preschool classrooms in underserved communities. Our **research-backed program** helps children develop key literacy and social-emotional skills. Annually, nearly **3,700 Jumpstart volunteers** serve over **12,000 children nationwide**. In addition to direct service, Jumpstart works to improve the early education system through advocacy and leadership. We advocate for policies that support an equitable early education system; we mobilize our alumni to advocate for change; and we provide training and guidance to help our volunteers and alumni enter the early education workforce. Learn more at [jstart.org](http://jstart.org)