

## A great reading challenge with tasty rewards: HELL Reading Challenge



Dear Parents/caregivers

Your child's school is participating in the **HELL Reading Challenge**, which is being run in conjunction with the 2017 New Zealand Book Awards for Children and Young Adults.

The HELL Reading Challenge is a highly successful programme that gets kids reading and enjoying the pleasures of stories with free pizza rewards.

How the HELL Reading Challenge works:

Children are being given "pizza wheels". Every time they finish a book, the wheel gets clicked off and signed by a teacher or librarian. When they have finished seven books, they can take their completed pizza wheel to any HELL store and redeem it for a free 333 Kids' Pizza.

All HELL kids 333 pizzas pass the FSANZ Nutrient Profiling Scoring Standard 1.2.7. HELL kids' pizzas are very high in protein & calcium, high in fibre, low in sugar, and damned tasty!

Here are the rules:

- Each pizza wheel is good for one 333 Kids' Pizza from any HELL store nationwide
- The wheel must be clicked off and signed by a teacher/librarian, and stamped with the official school stamp
- One pizza per visit per child
- Wheels are non-transferable for money
- Children must redeem their free pizza in person, and before **Sunday 3 December 2017**

If you have any queries about the HELL Reading Challenge, please contact the classroom teacher or the school librarian.

[www.nzbookawards.nz/hell-reading-challenge/](http://www.nzbookawards.nz/hell-reading-challenge/)