

*The perfect solution to excite kids about reading...*

# KIDS WHO READ "R" COOL



Dear Cindy,

I am very excited to share with you my one of a kind program, KIDS WHO READ ARE COOL. This motivational program mixes humor, sound effects, audience interaction, magic and an important message. Plus, as we discussed the program will have a reading theme. You will find the documents for the helpful promotional packet. Below is a quick list of the documents and how to best utilize them.

1. Legal Poster....This is a legal size color poster. If you want to save on color ink you can print the poster in black and white and photo copy them.
2. A simple press release that you may send out to the main paper, local paper, parent magazines, T.V. stations, cable networks etc. This is a suggested format you may edit it in any way you see fit.
3. Announcement copy...print off and fill-in the blank spots with your information and you have a great tool for making announcements at church, school or any big event that you want to promote the program.
4. Camera Ready Flyers...again this flyer is in color. But as with the legal posters you can always print the flyer in black and white to save ink and photocopy them.
5. Photo ready ads....4 different ads that can be used for your newsletters or local paper.
6. Camera ready magic trick flyer...Make up as many as you want to hand out to the kids prior to the show or after the show.
7. Camera ready optical illusion sheet....Again, make up as many as you want to hand out before or after the program.
8. Raffle Tickets...3 magical prizes will be given to 3 lucky students during the program. Simply print as many sheets as you need for each class (4 tickets per page). Have the teachers collect the tickets and give to Brian before show starts!

Thanks,

*Brian Richards*