



The Billie Book Way

Billie Book is an educational character who motivates youngsters to develop good reading habits. Working with children from pre-school to third grade, the animated Billie instills a love of reading in the youngsters.

When Billie makes a presentation at a school, a library or a special reading event, the goal is to motivate children and their parents to make reading a regular part of family life. Time-tested suggestions are provided to help to make "reading families" happen.

In the Billie Book program, children learn that reading skill is important to their future success and Billie emphasize that books are enjoyable companions. Even though we live in an electronic world, there is nothing as satisfying as a book to challenge the imagination and open up new worlds to explore.

Each program is geared to the needs of a particular age group. For example, Billie encourages 1st, 2nd, and 3rd graders to explore the world of reading to learn about libraries , to make reading a part of their lives. Pre-schoolers and kindergarten youngsters, on the other hand, are exposed to fascinating stories, interesting information designed to spark their interest in reading and being read to.

For schools and libraries that are searching for a way to breathe life into their literacy efforts, Billie Book can be that galvanizing force. The literacy challenge is too important to leave up to happenstance. It needs a concerted effort. Billie can give it that focus.

Sponsors of the program are encouraged to underwrite a series of scheduled Billie Book visits to a site to re-enforce the message of habit-reading development. Also, because reading contests can be useful tools in motivating youngsters to keep up their reading, they can be considered as part of the total Billie Book program.

And good news for our sponsors, we provide a total-turn-key professional package, which includes the following:

- 1. Scheduling the show and arranging for Billie Book to be on-site**
- 2. Providing props, equipment and hand-out material for the youngsters**
- 3. Arranging media coverage so that the underwriter gets credit for sponsoring this public service activity**

We can be reached at: Millrow Educational Characters, 939 Northwest Blvd., Columbus, Ohio, 43212, at 1-800-838-6960 and at BillieBook@sbcglobal.net.

We look forward to talking to you