

Hell Reading Challenge 2019

*Everything you need to
know in six easy steps*

Step 1

What is the Hell Reading Challenge?

HELL Pizza wants to reward New Zealand children who read books. So they came up with this great idea: Read for Pizza! What could be better?

Children complete the pizza wheel by reading seven books, and then go to any HELL store and redeem it for a **free 333 HELL Pizza**... It's that simple!

Just follow the rules below and then happy reading will lead to happy pizza eating.

- Every child/student must read 7 books to fill up their wheel to be able to receive their free 333 kids' pizza from their local HELL store.
- There is no limit on the number of wheels a student can fill up between March and December, provided they are stamped and authenticated by a school teacher or librarian.
- The child/student must redeem their free pizza **IN PERSON** and before the expiry date, which is **Tuesday 3 December 2019**. Each pizza wheel will feature detailed rules and regulations, as well as a serial number that will be traced back to your school/library. We do this to ensure a high standard of conduct. It's our honour code!

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Step 2

How can you run the programme at your school or library?

1. Register your school or library at <https://goo.gl/forms/IM2UgVPOUwz2NrDV2>. You may want to select a team leader to coordinate pizza wheel orders for your school.
2. Decide on how you want to run the programme at your school or library. To show you how the Reading Challenge works, we've made an instructional video, which you can find at www.nzbookawards.nz/hell-reading-challenge/ – we recommend that you watch this first.

In step 5 you'll find more ideas on how to run the challenge at your schools and libraries. All these suggestions have come from hard-working teachers, librarians and volunteers who ran the initiative efficiently and effectively previously. Whether you take these ideas and run with them as-is, or you tweak them to suit your style, it's completely up to you.
3. Display the striking posters and table talkers supplied with your registration pack, to let keen readers know they can take part in this exciting challenge.
4. With your class or team, talk about how you will record the books children are reading and the amount. Our aim is to have at least one wheel filled out per student each term. A reading log and an activity to prove that the students have read the book are recommended.
5. Start your students on their **HELL Reading Challenge!**
6. Start clipping the **HELL Reading Challenge** pizza wheels...
7. Keen readers can qualify for a free pizza every time they earn an authenticated pizza wheel by completing another 7 books. So it works for both slower and confident readers.

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Step 3

What is the *Hell Reading Challenge* pizza wheel?

The pizza wheel has 7 segments ready to clip on completion of a book. Here's what it looks like and how you fill it:



Children get each slice clipped or signed by the teacher or librarian every time they read a book (or whatever you think is suitable for their age group). You don't need a special clipper – a hole punch is fine!



The teacher or librarian is to sign off the pizza wedge when the follow up activity has been completed.



All wheels are to be authenticated by the teacher or librarian, and with the school stamp.



Note each wheel has a separate serial number and can be traced to prevent fraud. Fully completed and stamped wheels can be redeemed at the local HELL Pizza store. They have been given an example of what our pizza wheel will look like when completed.

NB: We need your help policing the wheels as we don't want anyone to take advantage of the generosity of HELL Pizza. The rules in Step 4 will help you run the challenge. Thank you for your consideration.

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Step 4

Are there rules and regulations?

Yes, but they are not too onerous. As we all know, running a small business in New Zealand, or anywhere, is a real challenge. The owners of the HELL Pizza franchises are champions of our Reading Challenge, and we want to make sure that no one participating in it will take advantage of their generosity and goodwill. There are strict rules around the Reading Challenge, and with your help we can help police the wheels, and the challenge, to ensure that all students participate fairly.

- Each wheel is good for one 333 kids' pizza from any HELL store nationwide.
- Each wheel must be clicked off and signed by a teacher/librarian from your school or library and stamped with your official school/library stamp.
- The **HELL Reading Challenge** is open to students in Years 1-10.
- Pizza must be picked up in person in-store only. One pizza per visit per child.

In special circumstances, schools or public libraries may be able to arrange "pizza parties" for small groups of students who have completed their pizza wheels. These orders must be booked at least two weeks in advance. Group orders are not available on Fridays. Please email readingchallenge@nzbookawards.org.nz with requests for group orders.

- Wheels are non-transferable for money.
- This offer expires on 3 December 2019.
- HELL stores have the right to refuse this offer in cases of suspected fraud, when presented with unsigned and unstamped wheels, or group orders that have not been pre-booked.
- All participating schools and libraries need to display the **HELL Reading Challenge** posters and table talkers supplied to them.

We thank you in advance for adhering to these rules!

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Step 5

Can you share some suggestions for running the Hell Reading Challenge?

How schools and libraries run this programme has varied greatly. Some schools required students to complete a task related to the books read, such as a small report or book reviews. Others had a conversation, asking pertinent questions about the books that the child/student had read. How you do this is up to you and what works in your classroom or library. Here's some feedback from teachers and librarians on what they did:



Each book a student reads earns them a token towards

points for our School House Challenge. Students get to physically drop a token into the cylinder and watch the amount of tokens grow. All students discuss the story they have read and answer questions and older students also write book reports.

Sharon Street
– Whitikahu School



Here in Kahikatea syndicate at Kenakena

School, we have a 'book brick wall'. Students complete a book brick for each book they read - filling in the book title, author and a star rating. They also add their own name so others can ask them about the book. When handing in their book brick they tell me about the book in exchange for a click on their personal pizza wheel - and are super excited once the wheel is complete!

Jo Weir
– Kenakena School

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Step 5

Can you share some suggestions for running the Hell Reading Challenge?



We promote the challenge every way we can by talking directly to students and telling them to tell their friends. It always starts by word of mouth! We also promote it via classes, staff, parents, our website, and social media. There have been some welcome and unexpected consequences of the HELL Reading Challenge. When the boys return their books, we ask them about the story. This process gives them the opportunity to talk about their experience of reading. They confidently share a mini book review surrounded by a group of eager fellow students all waiting to have their pizza wheels clipped!

Sue Page
– Francis Douglas Memorial College



This year we have created HELL Pizza Reading Charts with every child's name listed, and they race each other to the top of the chart. Once they have reached the top and completed a pizza wheel they start at the bottom again. The children love racing each other and it encourages them to keep reading and get in the front. The children have also completed book reviews. These have then all been displayed in the library which the children read and then are able to issue the book they think sounds interesting.

Bridget Johnson
– Canvastown School

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Step 6

What else do I need to know?

To reward and encourage you and your keen readers, we will be running giveaways during the course of the challenge, using the fantastic New Zealand books that are finalists in this year's New Zealand Book Awards for Children and Young Adults. So look out for those opportunities to get more great books for your library. You can find out more about the awards at www.nzbookawards.nz/new-zealand-book-awards-for-children-and-young-adults



Thank you!

HELL is very excited to be supporting the **HELL Reading Challenge** for a wonderful sixth year. Go HELL! With stores nationwide, there are plenty of places to get one of their great pizzas, so get your students reading and start clicking their pizza wheels. And direct them into any HELL store to redeem their vouchers any time before **Tuesday 3 December 2019**.

Thank you again for helping us run this fun-loving Reading Challenge that helps to promote reading in schools, and the importance of school librarians and librarians in general, and, well, pizza!

For further information and any questions about the **HELL Reading Challenge**, email Joy at readingchallenge@nzbookawards.org.nz or visit www.nzbookawards.nz/hell-reading-challenge/

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