

THE HELL READING CHALLENGE 2021

Everything you need to know in six easy steps



STEP 1

What is the Hell Reading Challenge?

The HELL Reading Challenge is a well-established programme that has been hugely successful in getting kids reading and enjoying the pleasures of stories with the reward of free HELL pizza.

The HELL Reading Challenge is free, and it is so easy! Children receive a stamp on their HELL Reading Challenge pizza wheel for each book they read. Once they have read seven books, children can redeem their completed wheel for a free 333 kids' pizza from any HELL store.

Just follow the rules below:

- Every child/student must read 7 books to fill up their pizza wheel so that they are able to receive their free 333 kids' pizza from their local HELL store.
 - There is no limit on the number of pizza wheels a student can fill up, provided the wheels are stamped and authenticated by a school teacher or librarian. But only one pizza wheel can be redeemed per child per visit.
 - The child/student must redeem their pizza wheels **IN PERSON** and before the expiry date, which is **Monday 31 January 2022**. Each 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://forms.gle/uGgNb2mTCfYSDSKJ7>. 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 HELL 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. These have come from hard-working teachers and librarians who ran the initiative effectively last year. 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 which books children are reading and the amount. A reading log and an activity to prove that the students have read the book are recommended. They can use our specially designed review cards (available for download from our website) to describe their impressions of the books they read.
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 333 kid's pizza every time they complete an authenticated wheel by reading another 7 books. So it works for both slower and confident readers.



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STEP 3

What is the HELL Reading Challenge wheel?

The HELL Reading Challenge pizza wheel has 7 segments ready to clip on completion of a book. Here's how wheels should be completed and authenticated:



Children get each slice clipped or signed off by the teacher or librarian after they have read one book and completed a follow up activity (or whatever you think is suitable for your age group).



When all slices have been completed, wheels should be authenticated by the teacher or librarian, and with the school or library stamp.



Fully completed and stamped pizza wheels can be redeemed at the local HELL Pizza store.

NB: The pizza wheels pictured are from a previous year. A new wheel design will be used in 2021.

HELL Pizza stores have been given an example of what a 2021 HELL Reading Challenge wheel will look like when completed.

Note each wheel has a separate serial number and can be traced to prevent fraud. 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 HELL Reading Challenge, and with your help we can help police the pizza wheels, and the challenge, to ensure that all students participate fairly.

- Each pizza wheel is good for one 333 kids' pizza from any HELL store nationwide.
- Each pizza wheel must be 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 1-8 only.
- Pizza must be picked up in person in-store only. One 333 kid's pizza per visit per child.

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

- Pizza wheels are non-transferable for money.
 - Schools and libraries can order wheels until Friday 3 December 2021 (stocks permitting).
 - Completed pizza wheels can be redeemed at HELL outlets throughout New Zealand until 31 January 2022.
 - HELL stores have the right to refuse this offer in cases of suspected fraud, when presented with unsigned and unstamped pizza wheels, or when group orders 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

Would you like some ideas for running the HELL Reading Challenge?

How schools and libraries run this programme varies greatly. Some schools require students to complete a task related to the books that have been read, such as a small report or book reviews. Others have 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 have done:

I have had my Year 5 and 6 students being tuakana, and reading a fiction book and a non-fiction book, to a junior student once a week. First they practise reading their chosen books by reading them to themselves, then to a senior reading buddy in their own class. Then they do their weekly visit to the junior class and read the books to their junior reading buddy, and listen to their buddy read the books. This has been a very rewarding time, where they have all (even students who are behaviourally challenged) been immersed in listening to the reading, asking questions from each other, sharing interests, decision making about what they will read and share next.

My students also wrote a book review, or wrote a comparison of two books' characters and plot. The students were very keen and enjoyed having a variety of book review formats to choose from, which also helped to sustain their interest.

Pearl Freemantle, Ngāti Toa School, Porirua

Last year I worked with our literacy specialist to find new ways to engage as many students as possible with as many genres and writers as possible. We came up with a "Book Launch Project". We used our budgets to buy copies (normally six) of a book and then we would launch the book. Sometimes it would be the first book in a series with the rest of the series available in our school library. Each time we tried to find a different and fun way to "launch" the book/series.

This year it was even better because I linked it to the Hell Reading Challenge. Students were able to explore new authors and styles and work towards filling their wheels. This was a great combination – we had students who had been very reluctant readers who worked through whole series of books. The Hell Challenge was a fantastic extra incentive and took the "Book Launch Project" to another level. All up, a big success!

David Owen, Tahuna Normal Intermediate School, Dunedin



In 2020, we had to change our challenge because of Covid. At Ebbett Park School we report into the library once a week with a book. The town librarians also help us out. We couldn't do this because of Covid, so we ran our challenge via Seesaw. I would put a video on and encourage the children to post a book and read it on Seesaw. I decided to email and invite authors or people in our community to also post themselves reading a favourite story onto our Seesaw platform. I would record the wheels at home and keep the children updated. We even had zoom meetings where you would bring your favourite book to the zoom meeting and share.

Anna Bush, Ebbett Park School, Hastings



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STEP 6

What else do you 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 eighth year. With stores nationwide, there are plenty of places to get one of their great pizzas, so get your students reading and working towards completing their pizza wheels. And direct them into any HELL store to redeem their vouchers any time before Monday 31 January 2022.

Thank you again for helping us run this fun-loving HELL 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/ And keep up to date with news, ideas and promotions via our Facebook page: www.facebook.com/HELLReadingChallenge/



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