



HELL READING CHALLENGE 2026

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 for over a decade has been hugely successful in getting tamariki reading and enjoying the pleasures of stories.

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 exchange 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 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 during the year, provided the wheels are stamped and authenticated by a school teacher or librarian. But only one 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 **Sunday 31 January 2027**. Each wheel will feature detailed rules and regulations, as well as a serial number and QR code 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/HAbjYY3UdFjSK1JY8>. You may want to select a team leader to coordinate pizza wheel orders.
- 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. These have come from hard-working teachers and librarians who have run the initiative effectively in the past few years. Whether you take these ideas and run with them as-is, or you tweak them to suit your circumstances, is completely up to you.
And to add even more interest and incentive, libraries and schools are offered the optional additional opportunity to take tamariki on Hell's Great NZ Book Trip – where they can discover the rich tapestry of New Zealand literature right around the motu, whether it is the author, a location or a setting in the story. There will be online author events and other activities to enjoy. You can find out more about the Book Trip promotion on our [website](#).
- 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 number. 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 to describe their impressions of the books they read. These are available in English and te reo Māori, and can be downloaded from our website.
- 5 Start your students on their HELL Reading Challenge!
- 6 Start signing the HELL Reading Challenge pizza wheels.
- 7 Keen readers can qualify for a free pizza every time they complete an authenticated wheel by reading another 7 books. So it works for both slower and confident readers.



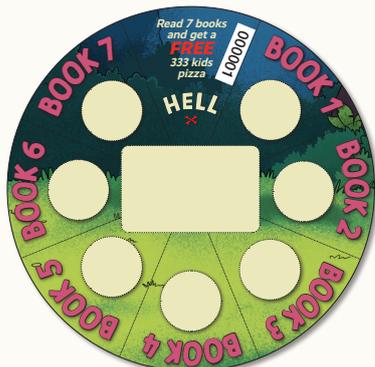
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STEP 3

HOW TO USE THE HELL READING CHALLENGE WHEEL

Here's what our 2026 HELL Reading Challenge wheels look like:



On the front of the wheel there are seven slices – once a child has finished a reading a book, the teacher or librarian should sign off or stamp the circle in that slice.

Please don't use clippers on wheels, because this will damage the QR code on the other side of the wheel.

When all seven slices have been completed, the teacher or librarian should authenticate the pizza wheel with the school or library stamp. Please put your school/library details in the rectangle in the centre of the wheel.



On the back of the wheel you will find a QR code and a voucher code, and also the terms and conditions.

Be careful not to write or stamp over the QR code as this will cause problems when redeeming wheels.

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

HELL Pizza stores have been given an example of what a 2026 HELL Reading Challenge wheel will look like when completed.

Note each pizza wheel has a separate serial number and QR code, 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!





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 pizza 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 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.
- Pizza must be picked up in person in-store only. One 333 kids' 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.

- 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.
- Pizza wheels are non-transferable for money.
- Schools and libraries can order wheels until Thursday 3 December 2026 (stocks permitting).
- Completed pizza wheels can be redeemed at HELL outlets throughout New Zealand until 31 January 2027.
- 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 considerably. 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 tamariki have 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 in the past few years:

We introduced the HELL Reading Challenge as part of our annual Pinehaven School book week. Each student was given a named pizza wheel as part of a class set. We advertised the Challenge in our school's newsletter, Facebook page and posters around the school.

Some classes used the Challenge as a way to encourage senior students to read with junior students during buddy time. Suddenly senior students were very interested in which picture books made good read alouds. The Challenge helped create a buzz about reading around the school, and was very popular with students, teachers and whānau alike. Our staff also enjoyed using the free online workshops with authors.

Claire Blackadder, Pinehaven School, Upper Hutt

We celebrate the Reading Challenge during Term 3 and 4 and it's led by the student librarians in the school library. It's worked really well for a fun activity, particularly over the winter months.

For our younger students, they come into the library at lunchtimes and tell us about a book they have read, or show us a favourite page from their book. For the older students they fill in the review form. The reviews are pinned up on the wall for everyone to read and the best two are chosen every few weeks by the student librarians, with the winners receiving a book prize.

Rachel Smith, St Albans School, Christchurch

Competition is a great motivator, and so we have a Wall of Fame display for people who have completed an entire pizza wheel for the Hell Reading Challenge. They get their name and room number on a slice of pizza – the display is next to the library door and gets lots of attention. There's ongoing competition among the students for who will earn enough 'slices' to complete a whole pizza first!

Jacqui Spencer, Northcross Intermediate, Auckland



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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 and as part of Hell's Great NZ Book Trip promotion. You'll get the chance to win some of the fantastic New Zealand books that are finalists in the 2026 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 another wonderful 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 wheels any time before Sunday 31 January 2027.

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

For further information and any questions about the HELL Reading Challenge or Hell's Great NZ Book Trip, email Joy at readingchallenge@nzbookawards.org.nz or visit www.nzbookawards.nz/hell-reading-challenge/

You can also keep up to date with news, ideas and promotions via our Facebook page: www.facebook.com/HELLReadingChallenge/



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