

Spring 2012 Crane Book Fairs

While we may be just experiencing early frost on the fall pumpkins, spring is in the air at Crane Book Sales. We are finishing up our new title buys and putting together our set up calendar and we want to make sure we include your plans for a Spring 2012 Crane Book Fair.

While you may already have some dates in mind or plan to have your book fair around something special already on your school calendar, here's a list of possible suggestions for book fair tie-ins (some common holidays/observations and some lesser known ones with fun book fair tie-in possibilities.)

One note: if your school has a grandparents breakfast or lunch, that is THE perfect time to host your book fair because grandparents are great supporters (and purchasers) of books for kids.

January

- 100th Day of School (date varies on your local school system calendar)
- Winnie the Pooh Day (celebrates the birthday of AA Milne), 1/18
- MLK, jr Day, 1/16
- Chinese New Year, 1/23
- Backward Day, 1/31
- National Book Month
- Other suggested themes or tie-ins:
 - o *"Hibernate with a Good Book"*

February

- Ground Hog Day, 2/2
- Valentine's Day, 2/14
 - Celebrate Valentine's Day encouraging that students exchange "I Love...to Read" book fair gift certificates instead of candy or cards*
- Mardi Gras, 2/21
 - Celebrate with a your own parade of costumed students dressed as their favorite book characters or authors*
- Tell a Fairy Tale Day, 2/26
- Black History Month

March

- Read Across America/Dr. Seuss' Birthday, 3/2 ** *while we are fully booked for this date, we have space leading up to this date where you could encourage students to bring in the books they bought at the fair and stage a "stop*drop*and read" event OR you can run your fair after this event and use this day to sell gift certificates to your upcoming fair, registering all those that buy a gift certificate in a drawing for a prize*
- Incredible Kid Day, 3/15 celebrating the "incredible" in every child
- St. Patrick's Day, 3/17
- First Day of Spring, 3/20
- National Bubble Week (2nd Week)
- National Women's History Month
- Other suggested themes or tie-ins:
 - o *"Wish You Were Here" Book Fair- get ready for spring break road trips with books from the book fair*

April

- International Children's Book Day (ties to the birthday of Hans Christian Anderson), 4/2
- School Librarian Day, 4/4
- Earth Day, 4/22
- Great Poetry Reading Day, 4/28
- National Library Week (1st Week)
- National Humor Month
- Other suggested themes or tie-ins:
 - o *After Testing Celebration focusing on "Read for Fun", "What I WANT to Read" Book Fair, etc.*

May

- Cinco de Mayo (Mexican Independence Day), 5/5
 - o *Decorate with piñatas, Spanish music and have a Book Fair Fiesta!*
- National Teacher's Day, 5/8
 - o *Make your book fair a cornerstone of your teacher appreciation event and JUST say NO to Apple gifts, bath salts and candles!*
- Mother's Day, 5/13
- Other suggested themes or tie-ins:
 - o AR Achievement Celebrations
 - o Summer Reading
 - o "Book Fair Beach" bring in your beach towels, beach chairs to decorate, hold a flip flop contest, challenge classes to participate in a change drive to buy books for their classrooms and reward the winning class with a water balloon party on the playground at the end of day

If you'd like to discuss your plans, have any questions or are reading to book your fair, please feel free to email us directly at dj@cranebooksales.com or call DJ's direct line at 1-800-716-4176. You can also call us in Prattville at 1-877-266-5757.

Thank you for considering Crane Book Sales for your Spring 2012 fair!