

Library District's Winter Reading Challenge Launch Kit:

Social Media Copy:

Winter Reading Challenge Launch Posts for January 1-9:

Facebook:

Looking for some FREE wintertime fun 📖 📱 🎧? Kids & teens can take the @LVCCLD #WinterReadingChallenge & win cool prizes like @RegalMovies Passes 🎟 📺, a @SpanglerScience Snowman Science Starter Kit & more 🧸! Sponsored by @LernerBooks. Sign-up today: 📌 <http://lvccld.org/WinterReadingChallenge> #WinterRead2022

Instagram:

Looking for some FREE wintertime fun 📖 📱 🎧? Kids & teens can take the @LVCCLD #WinterReadingChallenge & win cool prizes like @RegalMovies Movie Passes 🎟 📺, a @SteveSpanglerScience Snowman Science Starter Kit & more 🧸! Sponsored by @LernerBooks. Sign-up today: 📌 <http://lvccld.org/WinterReadingChallenge> #WinterRead2022

Twitter:

Looking for some FREE wintertime fun 📖 📱 🎧? Kids & teens can take the @LVCCLD #WinterReadingChallenge & win cool prizes like @RegalMovies Passes 🎟 📺, a @SpanglerScience Snowman Science Starter Kit & more 🧸! Sign-up today: 📌 <http://lvccld.org/WinterReadingChallenge> #WinterRead2022

Mid-Program Call-To-Action Posts January 10-21:

Facebook:

Take the @LVCCLD #WinterReadingChallenge 📖 📱 🎧? Kids & teens can have fun reading throughout January & win cool prizes like @RegalMovies Passes 🎟 📺, a @SpanglerScience Snowman Science Starter Kit & more 🧸! Sponsored by @LernerBooks. Sign-up & get started today: 📌 <http://lvccld.org/WinterReadingChallenge> #WinterRead2022

Instagram:

Take the @LVCCLD #WinterReadingChallenge 📖 📱 🎧? Kids & teens can have fun reading throughout January & win cool prizes like @RegalMovie Passes 🎟 📺, a @SteveSpanglerScience Snowman Science Starter Kit & more 🧸! Sponsored by @LernerBooks. Sign-up & get started today: 📌 <http://lvccld.org/WinterReadingChallenge> #WinterRead2022

Twitter:

Take the @LVCCLD #WinterReadingChallenge 📖 📱 🎧? Kids & teens can have fun reading throughout January & win prizes like @RegalMovie Passes 🎟 📺, a @SpanglerScience Snowman Science Starter Kit & more 🧸! Sign-up & get started today: 📌 <http://lvccld.org/WinterReadingChallenge> #WinterRead2022

Final Call to Action Posts for January 22-30:

Facebook:

There's still time to take the @LVCCLD #WinterReadingChallenge 📖 📱 🎧? Kids & teens can have fun reading throughout January & win cool prizes like @RegalMovie Passes 🏠 📺, a @SpanglerScience Snowman Science Starter Kit & more 🧸! Sponsored by @LernerBooks. Get started today: 📌 <http://lvccld.org/WinterReadingChallenge #WinterRead2022>

Instagram:

There's still time to take the @LVCCLD #WinterReadingChallenge 📖 📱 🎧? Kids & teens can have fun reading throughout January & win cool prizes like @RegalMovie Passes 🏠 📺, a @SteveSpanglerScience Snowman Science Starter Kit & more 🧸! Sponsored by @LernerBooks. Get started today: 📌 <http://lvccld.org/WinterReadingChallenge #WinterRead2022>

Twitter:

There's still time to take the @LVCCLD #WinterReadingChallenge 📖 📱? Kids & teens can have fun reading throughout January & win prizes like @RegalMovie Passes 📺, a @SpanglerScience Snowman Science Kit & more 🧸! Get started today: 📌 <http://lvccld.org/WinterReadingChallenge #WinterRead2022>

Winter Reading Challenge eNewsletter:

Looking for some FREE wintertime fun? January 2022 marks the Las Vegas-Clark County Library District's Fifth Annual Winter Reading Challenge, and kids & teens who complete the challenge will win cool prizes!

This year's theme, Read for a Better World, is a fun and thought-provoking challenge to youth of all ages, encouraging them to explore joyful stories of diversity, learn empathy for others, and discover characters in fiction and nonfiction who inspire, uplift, and help us to better understand our big, beautiful world!

Besides books, kids and teens can also read graphic novels, magazines, poetry, even listening to audiobooks, anything they enjoy! The Library District also has an extensive digital collection of ebooks and downloadable audiobooks through Axis 360 and Hoopla that can be accessed 24/7 from their website! There will also be **unlimited access** to Lerner Publishing Group's young people's book collection just for this challenge as well as reading recommendations, listed by age group, from the experts from the Youth Services Department.

Winter Reading Challenge 2022: Here's How It Works

To complete the Winter Reading Challenge the Library District is asking kids & teens (including babies) up to grade 12 to read (or be read to) for 5 hours (or 300 minutes) during the month of January. From January 1 to January 31, kids & teens can **track their reading progress** with the easy-to-use [Beanstack](#) portal.

Did we mention prizes? Here's what kids & teens can win:

- **Steve Spangler Science Snowman Start Kit (Kids)**

- **Regal Movie Passes (Teens)**
- **And more!**

It's easy to sign-up and get started! Visit the Library District website today: LVCCCLD.org/WinterReadingChallenge