



We Are
Writers!
Competition



Win a visit from
Francesca Simon,
signed **Horrid Henry books**
and lots **more...**



...in our
competition to find
the **brightest** young
authors in the UK!





To celebrate Scholastic Book Fairs' 21st anniversary, we are proud to launch the first **We Are Writers Competition** to find the brightest young authors in the UK!



We are also delighted to introduce our very special judge ... **Francesca Simon!**

"I am so excited to be a part of the We Are Writers project this year - the fact that it is Scholastic Book Fairs' 21st birthday makes it a very special coming of age celebration, and I hope that the thought of parties and fun will encourage loads of children to write. Wishing everyone who takes part lots of luck! Happy writing!"

Francesca Simon is one of the UK's bestselling children's authors, creating the immensely popular Horrid Henry series which has sold over fifteen million copies. She won the Children's Book of the Year Award in 2008 for *Horrid Henry and the Abominable Snowman*.

Francesca Simon photo © 2010 Francesco Guidicini



We Are Writers offers the unique opportunity for every child to be an author, published in your school's own book, and is a perfect literacy project to run in conjunction with your Book Fair.

Our competition is designed to celebrate writing in all its forms, no matter the child's age or ability. Any type of writing is welcome, whether it is a poem, a letter ... or even a story about Horrid Henry! It's enthusiasm and that vital writing spark that our judge, Francesca Simon, will be looking for when choosing the winner.

Not only are there **prizes to be won**, but one child from every participating school is **guaranteed** as a finalist! It's an incredible way to inspire children, and to earn commission for school resources.

We Are Writers is fun, fulfilling and free to take part in, so we hope you'll join in our celebrations by creating your school's very own book. You'll find everything you need to get started in this brochure.



Where do I start?

1

Call us on 0800 212 281 to arrange your Book Fair, then set up your We Are Writers book on wearewriters.com.

2

Inspire children to write with our story starters. Use our Horrid Henry ideas or find more online.

3

Give children a password for the website and they can input their work into your school's book.

4

We'll send a sample book for you to check and to show parents at your Book Fair so you can take orders.

5

Tell us when you're happy with your book and place your final order – we'll print and deliver copies to your school.

6

We'll be in touch to let you know which of your pupils was a finalist – and if they were the overall winner!

Story starters

Any type of writing can go in your school's We Are Writers book – stories, letters, diary entries, poems, recipes, scripts, jokes...

As we're celebrating our 21st anniversary with Horrid Henry, here are some themed ideas to inspire your pupils:

• Finish this story about Horrid Henry's birthday party:

Every year Henry's parties end in mischief and disaster. His parents are dreading it, but Henry has a cunning plan...

• Make up some jokes about Perfect Peter and Moody Margaret.

Here's one Henry made earlier:

What's the difference between Margaret and a cow?

Nothing, they're both mooooooooooooooooooooody!

• Write an acrostic poem based on these letters:

H, O, R, R, I, D, H, E, N, R and Y!

• Write a letter from Horrid Henry to his Great-Aunt Greta.

It could thank her for his birthday gift ... of pink frilly underpants!

• Create a diary entry about Horrid Henry's best ever practical joke.

Go online to find more story starter ideas.

wearewriters.com



We Are Writers! Competition



Here's



Get writing!

Create a We Are Writers book in conjunction with your Book Fair, which must take place between 1st September 2010 and 30th April 2011.

Your book can showcase the best writing produced during the school year or it could be a chance for your class to get creative. Any type of writing can go in your book – the possibilities are endless!

Create a book and you'll get:

- An exclusive introduction from **Francesca Simon**
- A range of **Horrid Henry** images to use on your cover if you wish
- A selection of **Horrid Henry** story starters



Order your books!



Once you've filled your book with your pupils' writing, you'll get a sample copy to show at your Book Fair.

Every parent will want a copy to celebrate their child's **proud publishing moment!** Just tell us when you've collected all of your orders and we'll deliver the finished copies – your pupils' writing will then be entered into the competition.

Win



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how it works...



A finalist from every school!

Story or script, recipe or rhyme, the most promising piece of writing from your book will then be chosen.



It will be printed in Scholastic's Finalists' Yearbook, especially created to celebrate the UK's brightest young writing talent. That means one pupil from your school is **guaranteed** to be a finalist, and will be rewarded with a copy of the Yearbook containing their writing – a truly unique, confidence-building prize.

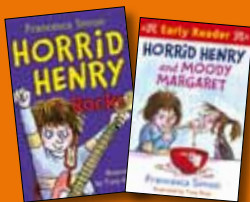
Time for a winner!

Who will be crowned as the We Are Writers Brightest Young Author of the Year?

Our judge, **Francesca Simon**, will choose her favourite piece of writing from all of the finalists' entries, with the overall winner announced in May 2011. The winner will receive all of the prizes listed below, including the chance to meet Francesca at their school!



school visit from Francesca Simon



A signed set of Horrid Henry books

special edition Finalists' Yearbook for the winner and the school



£100 worth of children's books



A winner's certificate and framed photo

What is We Are Writers?

Scholastic Book Fairs are a great way to get children enthusiastic about reading, so why not take that enthusiasm and turn it into a passion for writing too?

We Are Writers provides the amazing chance for children to see their writing published in a real book. All you need to do is provide at least 50 pieces of children's writing and order at least 50 copies. In return, we'll publish your book for you, with a unique front cover, designed by your school.



- **Boost children's confidence** in writing and ICT skills by making the creation of your book a class or school project.
- **Sell the books at your Book Fair** for £5.99 each and earn 60% commission on every copy sold to spend on a huge range of books and teacher resources.
- **It's free to take part!** We provide guidance, a sample copy for checking and a final copy for your school – all for free.

Let **We Are Writers** make your **Scholastic Book Fair** an exciting celebration of reading *and* writing!

*Not available on all Book Fairs



Celebrate World Book Day 2011 with a We Are Writers book for your school!

Contact us

To start a **We Are Writers** book for your next Fair or to find out more about the competition, call us for free on **0800 212 281** or visit **wearewriters.com**

Images © Tony Ross, taken from the HORRID HENRY books written by Francesca Simon, published by Orion Children's Books

"A brilliant writing project"

"We Are Writers provides a **simple, motivating way to publish and celebrate children's writing**. Every school will want to take part."

Pie Corbett

"It's wonderful that Scholastic have started this ... so that **every child now has the chance of seeing their work properly published in a real, stylish book**. I would have given anything to have such a chance when I was young!"

Jacqueline Wilson, Children's Laureate 2005-2007

"It made the children really enjoy writing and actually **encouraged children to push themselves further** – we all enjoyed it!"

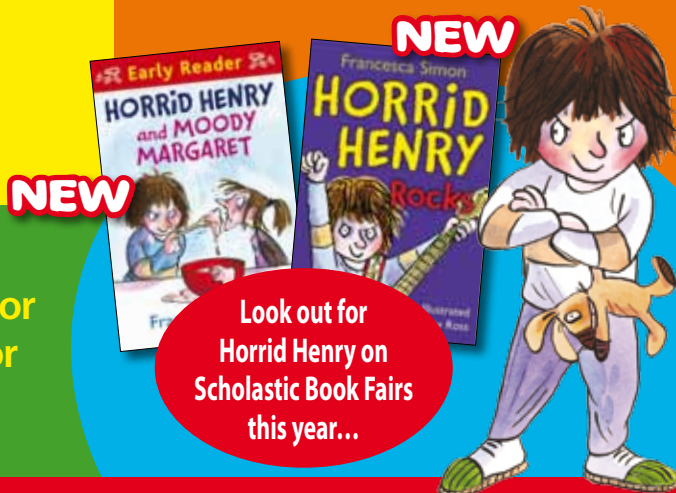
St Gabriel's RC Primary School, Tamworth, Staffs

"Parents commented that it may be a **once in a lifetime experience** for a child and parent to have their work in print."

Bryngwyn Primary School, Abertillery, Gwent

"Even well-known writers get a real lift when their work is published, and, for children, the experience of **seeing their writing in a 'real book' can be the key to them seeing themselves as 'real writers'!**"

David Wray, Professor of Literacy Education, University of Warwick



Look out for Horrid Henry on Scholastic Book Fairs this year...

21 years of getting children reading. 21 million free books given to schools.