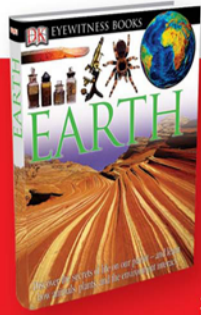


JOURNEY TO THE CENTER OF THE BOOK



DEAR EDUCATOR,

Ready to be a travel agent? With your students just back from summer vacation, now is the perfect time to capture their imaginations and book some fun! To help out, we've teamed up with DK Eyewitness Books to create this nonfiction-focused program. Here are a few extras you'll discover inside:

- **EYEWITNESS 2011 SWEEPSTAKES:** The "Dear Parent or Guardian" reproducible details how one of your students could win a complete set of DK Eyewitness books—and another set for your school.
- **CLASSROOM POSTER & TRACKER:** The poster on the reverse of this letter makes a great back-to-school discussion starter during parents' visits. You can also use the poster to keep track of the students who enter the sweepstakes and return the Family Eyewitness form.

Also, be sure to take advantage of the in-class activities on this page. Combined with the other program tools, they help transform your classroom into a launchpad as your students start their own *Journey to the Center of the Book!*

Sincerely,

The Editors of inTime

WEB LINKS

DK PUBLISHING: Known around the world for their highly visual books that inspire, inform and entertain, DK Publishing has a rich site where you can discover more about DK Eyewitness books and other kid-friendly titles: us.dk.com.

DK KIDS' SITE: Head to kiddk.com and click on EYEWITNESS or TEACHER LOUNGE at the top for activities, book info, polls and quizzes.

AMERICAN LIBRARY ASSOCIATION: Looking for professional educational tools or the latest research about libraries? Visit ala.org for a wealth of library resources.

EYEWITNESS 2011 SWEEPSTAKES: An entry form and the complete official rules for how your school could win a set of DK books are at us.dk.com/eyewitnesssweeps.

DISCUSSION STARTERS

After pointing out a few DK Eyewitness titles on the poster, ask students...

- What is one thing all of these books have in common? (They're nonfiction.) What is the difference between nonfiction and fiction?
- What makes nonfiction exciting? What types of nonfiction books are there? (Reference, autobiography, how-to, etc.)
- What does "eyewitness" mean? Why is that a good name for the books on the poster?

IN-CLASS ACTIVITIES

- **QUIZ SHOW:** Ask students to select a book topic from the poster. Using DK Eyewitness books or other reference materials, students can gather fun or interesting facts about that topic. Have them turn those facts into quiz-show-type questions or T/F statements—and read them out loud to see if they can stump the class.
- **LIBRARY TREASURE MAP:** Have students create a map for an imaginary visitor to the school library who is looking for reference books. The students' maps should be as close to scale as possible, point out major features and include the location of the reference section.
- **EYEWITNESS ME:** If possible, check out a few DK Eyewitness books from the school library, or go online to dkkids.com to take a look at the format. Ask students to create Eyewitness books about their own lives. Create a display of visual covers from their books for parents' visiting day.



JOURNEY TO THE CENTER OF THE BOOK

Writing reports, making discoveries and following interests—just a few ways that nonfiction books can add to your child's life!
Find out more at dkkids.com.

DEAR PARENT OR GUARDIAN,

Your child's class is taking part in a fun, educational adventure—exploring the exciting world of nonfiction books.

Now is your chance to join the expedition. You can help your child win a complete set of DK Eyewitness books for your home, and another complete set for his or her school!

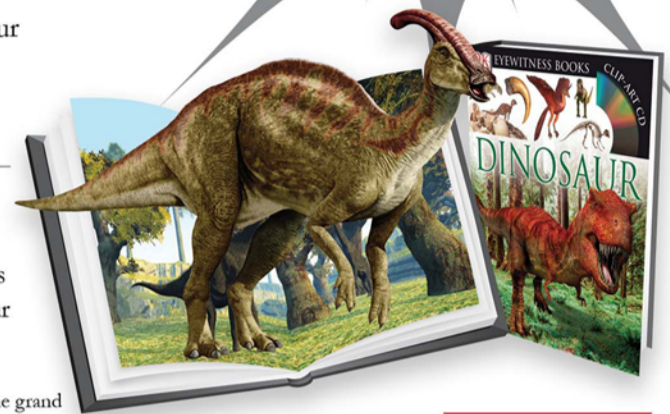
EYEWITNESS 2011 SWEEPSTAKES

Enter for a chance to win a complete set of DK Eyewitness books for you and for the school or library of your choice, or one of four DK Eyewitness themed book sets!

There are one (1) grand prize and four (4) first-place prizes available to be won. The grand prize is a complete set of DK Eyewitness books for the winner (approximate retail value "ARV": \$1,707.00) and one complete set for the school or library of winner's choice (ARV: \$1,707.00). The four (4) first-place prizes consist of one of the following themed DK Eyewitness book sets chosen at random by DK: Science, History, People & Places or Animals & More (ARV: \$420.00 per set). No purchase necessary. Open to residents of the 50 United States and the District of Columbia age 13 or older. Sweepstakes begins June 1, 2011. Entries must be received no later than December 30, 2011, 11:59:59 p.m. EST. Winners will be selected on or about January 6, 2012. Void where prohibited by law.

Visit us.dk.com/eyewitnesssweeps for full Official Rules and an entry form.

After you've entered your child in the sweepstakes, be sure to sign here. Your child can take the form to school and have his or her name added to a classroom poster!



Scan this QR code into your mobile device to learn more about the sweepstakes.



FAMILY EYEWITNESS

I am an eyewitness to _____
Your Child's Name

entering the Eyewitness 2011 Sweepstakes on _____
Today's Date

Thank you for adding my child's name to the *Journey to the Center of the Book* poster!

Parent or Guardian's Signature



DISCOVER MORE DK

WHERE WILL YOUR JOURNEY TAKE YOU?

Nonfiction books make amazing launchpads. They can rocket you to real places all around the world and the universe. To think about where you'd like to go, fill in the blanks using the names of 15 of the books on this page. Circle each book as you use it. Be sure to have your librarian sign off on your trip at the end!

I'll start my nonfiction trip with _____, because they have _____, which can really help _____.

One of my first stops will be in _____, where _____ was born and where I can hang out with _____ at a _____.

Moving along to the _____, I'll ask the _____, "Do you have _____?" And I'll put a couple in my suitcase for the _____.

Oh! How can I forget _____? Then it's off to my last stop: _____.

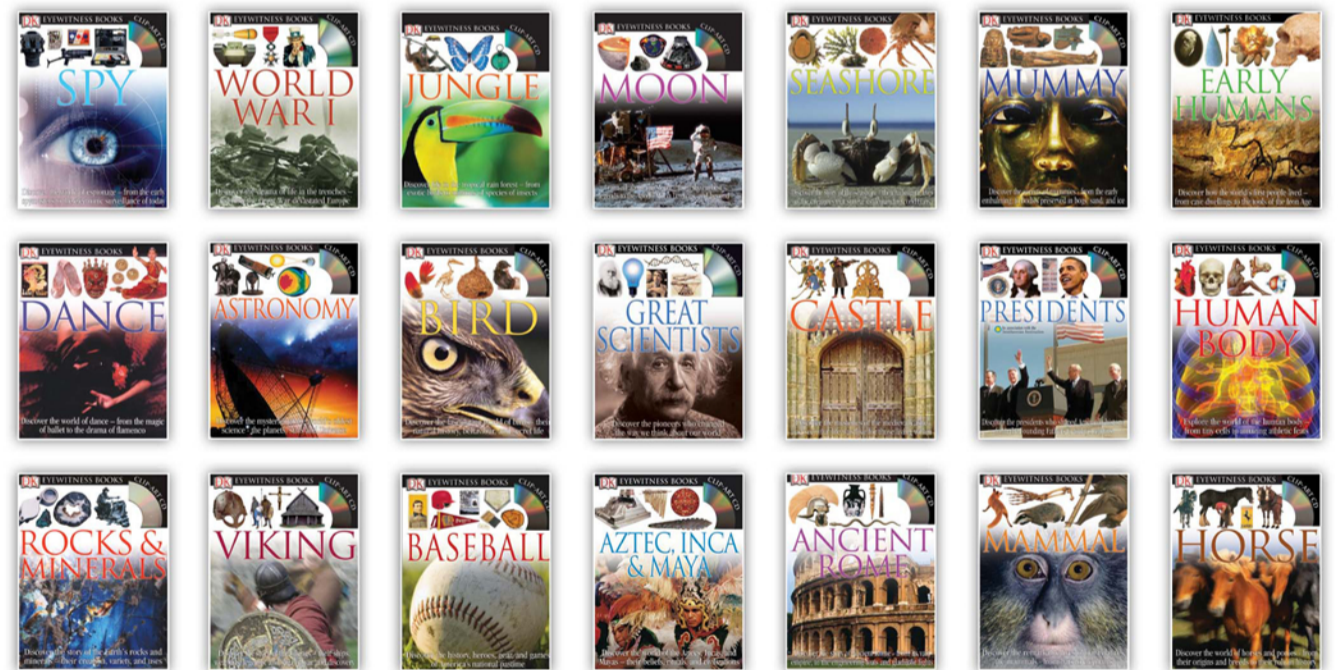
_____ This is my favorite part of trip because there are _____ and _____!

My librarian thinks it's a wonderful trip too. For proof, just check out the signature here!

Signature of Librarian

Looking for more nonfiction fuel for your next adventure? Travel with an adult to us.dk.com!

BOOK YOUR ADVENTURE TODAY!



Enter the Eyewitness 2011 Sweepstakes for your chance to WIN a complete set of DK Eyewitness Books for your home—and for the school library!

us.dk.com/eyewitnesssweeps

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Scan this QR code into your mobile device to learn more about the sweepstakes.