

READBowl

RULES AND INSTRUCTIONS



Overview: READBowl is a free global reading competition designed to inspire kids to read and to provide teachers with a platform to motivate K-12 students to increase reading minutes. READBowl begins on January 12, the week before the College Football National Championship Game - and culminates with the crowning of the World Reading Champions on Super Bowl Sunday February 8

Registration: **Registration is Free!** Adults/Educators must register their team to participate in READBowl online at www.readwithmalcolm.com/readbowl. A team is defined as a group/class of 8 or more students. A team must be registered for one of the following READBowl Conferences:

Primary Conference: PreK-2nd Grades

Big Three Conference: 3rd Grade

Elementary Conference: 4th & 5th Grades

Middle Conference: 6th to 8th Grades

Varsity Conference: 9th to 12th Grades

World Cup Conference: International Classes

Tracking Reading Minutes in the Weekly Playbook:

Reading minutes must be tracked in the Official READBowl Weekly Playbook at www.readwithmalcolm.com/readbowl.

Educators may begin tracking their students' reading minutes at 8:00 am EST each Monday of the competition and stop tracking student reading minutes at 11:59 pm EST each Sunday. Educators must enter the weekly minutes read during the prior week by 11:59 pm EST the following Monday afternoon. *The exceptions are: 1st Quarter Minutes due Tuesday January 20 and 4th Quarter Minutes are due Saturday February 7 by 11:59pm EST*

The first Playbook Entry is due Tuesday January 20 at 11:59 pm EST.

First Quarter begins 8:00 am EST Monday, January 12; ends at 11:59 pm EST Sunday, January 18. Minutes due Tuesday January 20.

Second Quarter begins 8:00 am EST Monday, January 19, ends at 11:59 pm EST Sunday, January 25. Minutes due Monday January 26.

Third Quarter begins 8:00 am EST Monday, January 26; ends at 11:59 pm EST Sunday, February 1. Minutes due Monday February 2.

Fourth Quarter begins at 8:00 am EST Monday, February 2; **ends 11:59 pm EST Friday February 6.** Minutes due Saturday February 7 so we can announce Champs Super Bowl Sunday February 8

Continue Reading!

Prizes:

Weekly Winners: A winning class in each Conference will be named weekly during the **READBowl**! The winning class is based on the highest student average for reading minutes. The average is determined by dividing the total number of minutes read by the total number of students in the class. The Weekly Winning Class in each Conference will receive:

- A personalized video message from Malcolm Mitchell for the class.
- A **Read with Malcolm** Book Bundle for your classroom that includes: 1 autograph copy of *The Magician's Hat*, a Teacher's Guide for *The Magician's Hat*, an animated video of Malcolm Mitchell reading *the Magician's Hat*.
- A personal library of 3 books per student. (Maximum 30 Students - 90 books per class). - A **Read with Malcolm READBowl** Certificate of Achievement.

The **READBowl Leaderboard** will be published each **Wednesday**. The Conference Winning Class each week will be announced on the **READBowl** homepage and via email on Wednesday following the prior week's competition:

Grand Prize in each Conference: The National Reading Conference Champions in the Primary, Big-3, Elementary, Middle and Varsity Conferences will be announced on Super Bowl Sunday, February 8. The World Reading Champion in each Conference is based on the class with the highest overall student average for reading minutes throughout the competition. **You must complete all four weeks to be eligible for READBowl Grand Prizes.**

Each **READBowl** Conference Champion will receive:

- One 15min. live video chat with Malcolm Mitchell for your class.
- A **Read with Malcolm** Book Bundle for your classroom that includes: 1 autograph copy of *The Magician's Hat*, a Teacher's Guide for *The Magician's Hat*, an animated video of Malcolm Mitchell reading *the Magician's Hat*.
- 1 copy of *The Magician's Hat* per student. (Maximum 30 Students - 30 books per class). - A personal library of 5 books per student. (Maximum 30 Students - 150 books per class). - A **Read with Malcolm READBowl** Certificate of Achievement.
- Featured on **Share the Magic Foundation Website's READBowl** homepage until the next annual **READBowl** begins.

Overall World Reading Champion: **READBowl's** Overall Global Reading Champion is the class that places first overall across all conferences throughout the 4-week competition. The winning class is based on the highest student average for reading minutes throughout each individual week of competition. Average reading minutes are calculated by dividing the total number of in school minutes read by the total number of students in the class.

READBowl's Overall Global Reading Champion is the class that places first overall across all

conferences throughout the 4-week competition. The winning class is based on the highest student average for reading minutes throughout each individual week of competition. The Overall **READBowl** World Reading Champion will receive:

- **READBowl** Championship Trophy.
- One personal visit from Malcolm Mitchell for your school. The visit must comply with all US domestic and CDC COVID19 guidelines, and must be scheduled at a mutually agreed upon time. If the winner is an international school, the visit will be virtual.
- A **Read with Malcolm** Book Bundle for your classroom that includes: 1 autograph copy of *The Magician's Hat*, a Teacher's Guide for *The Magician's Hat*, an animated video of Malcolm Mitchell reading *the Magician's Hat*.
- 1 copy of *The Magician's Hat* per student. (Maximum 30 Students - 30 books per class). - A personal library of 5 books per student. (Maximum 30 Students - 150 books per class). - A **Read with Malcolm READBowl** Certificate of Achievement.
- Featured on **Share the Magic Foundation Website's READBowl** homepage until the next annual **READBowl** begins.

Resources:

READBowl resources include: Program logo, flyer, social media kit, bookmark, poster and links to stories about Malcolm. All **READBowl** resources can be found at www.readwithmalcolm.com/readbowl.

Social Media:

Share your **READBowl** student and class photos, videos and motivational messages across social media using the hashtag **#ReadBowl**. Tag us @ReadWithMalcolm on [Facebook](#), [Twitter](#) and [Instagram](#).

Sharing of stories is voluntary and teachers must certify through the registration process that any photos or stories shared are of students participating in **READBowl** who have permission forms on file at the school from their parents and/or guardians granting permission for their students to be photographed and for the photograph to be publicly shared.