FOREST OF READING
by the Ontario Library Association
Advisory Committee
Welcome package
ABOUT THE FOREST

The Forest of Reading® is Canada’s largest recreational reading program! This initiative of the Ontario Library Association (OLA) offers **eight reading programs** to encourage a love of reading in people of all ages. The Forest helps celebrate Canadian books, publishers, authors and illustrators.

More than **270,000 readers** participate annually from their School and/or Public Library. All Ontarians/Canadians are invited to participate via their local public library, school library, or individually. The program aims to:

- Create a meaningful experience for your readers and create exciting opportunities for reluctant readers to create lifelong readers.
- A proven head start: Children who read for fun have higher literacy scores, have more success in science and math, and are more socially and civically engaged (Reading for Joy, P4E, 2011).
- With fun activities, prizes and more, the Forest of Reading puts libraries at the heart of the action!
- Help support and celebrate Canadian books, publishers, authors and illustrators by taking advantage of the Forest’s curated, all-Canadian reading lists for all ages and levels.
OUR PARTICIPANTS
Celebrating readers around the globe

NOT YOUR AVERAGE PROGRAM

OUR REGISTRANTS
The Forest of Reading program is run in public libraries, classrooms and school libraries and homes in Canada and beyond. The program is growing each year, with 29% of registrations in 2017 running it for the first time. By registering with the Forest, libraries and schools transform young readers into lifelong readers.

THE CHOICE IS YOURS
With the Forest of Reading, your opinion matters. The program is democracy in action, with registrants receiving the unique opportunity to vote on their favourite nominated book for their age group.

HOW WE ENGAGE
Registrants also have access to opportunities for author visits and online chats, as well as hundreds of resources that help them to run the program.
Over 1,000 titles are submitted to the Forest of Reading program each year. Publisher and author/illustrator involvement is so integral to the success of the Forest programs.

Being nominated for a Forest of Reading award is a privilege that many Canadian authors and illustrators welcome. Once a title is nominated, book sales can increase by the thousands.

The Forest represents over 20 years of the best in Canadian literature. Year after year, young voters in the Forest of Reading program have recognized nationally celebrated authors, including: Eric Walters, Kenneth Oppel, Susan Nielsen, Marsha Skrypuch, Kevin Sylvester, David Skuy, Helaine Becker, and Caroline Pignat.

As a writer I’ve never seen so many kids so excited about books.
—Kenneth Oppel

The Forest of Reading is validation that my writing is read, enjoyed and appreciated by children.
—Anne Renaud

...thousands of youth are experiencing the thrill of a true passion for books
—Valerie Sherrard

The Forest of Reading is a dynamic and exciting experience for any writer.
—David Skuy

Our Authors
Supporting our nation’s authors and illustrators
The Festival of Trees is the annual celebration of the Forest of Reading that brings together young readers, authors, illustrators, teachers, library staff and parents.

It is the largest children’s literature festival in Canada and attracts attendees from dozens of school boards, public libraries and communities around Ontario. The days are packed with fun and engaging activities, including award ceremonies, author/illustrator workshops, roving entertainments, games, and giveaways. The Festival is growing and has tripled its attendance since its inception in 2007.

Due to demand, the Toronto Festival was expanded into a three-day event, with one day focusing exclusively on French-Canadian authors and programming.

EMAIL SPONSORSHIP@ACCESSOLA.COM FOR MORE INFORMATION ON SPONSORING THE FESTIVAL OF TREES.
The Forest of Reading® is Canada’s largest recreational reading program – more than 270,000 readers participate every year individually, or at their school or public library. This initiative by the Ontario Library Association offers eight reading programs for all ages, and each program consists of popular Canadian fiction and non-fiction titles.

**By The Numbers**

- 200+ public libraries involved – an all-time record
- 4,500+ total registrations
- 219,000 eligible voters
- 270,000 active participants

**Where The Program Is Run**

<table>
<thead>
<tr>
<th>Library Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Libraries</td>
<td>5%</td>
</tr>
<tr>
<td>Classrooms</td>
<td>10%</td>
</tr>
<tr>
<td>School Libraries</td>
<td>85%</td>
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98% satisfaction rate of Forest registrants

The Festival of Trees is the annual celebration of the Forest of Reading that brings together young readers, authors, illustrators, teachers, library staff and parents. For more information on the Festival, please visit forestfestivaloftrees.ca.

Did You Know?

- 155 average number of readers in each registered institution
- 30% of registrants ran the program for the first time
- 7 average number of years that the program is run in each institution
- 20,000 involved in the Forest celebrations and Festivals
- 80+ workshops given by nominees yearly
- 90 authors/illustrators attended
- $15,000 raised for the I Read Canadian Fund
- 200+ readers brought in using I Read Canadian Fund money

I Read Canadian Fund

Every young Canadian should have free access to Canadian books. Help make this a priority through the I Read Canadian Fund.
The Award Programs

- 1,000+ books submitted for consideration
- 8 Award Programs in the Forest of Reading
- 108 Canadian titles nominated for the award programs
- $1.75 million sales from official wholesaler for 2017 nominated titles

I Read Canadian Fund

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The Festival of Trees™

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The Award Programs

The Festival of Trees™

$1.75 million sales from official wholesaler for 2017 nominated titles

Where the Program is Run

Public Libraries

Classrooms

School Libraries

45%

55%

98% satisfaction rate of Forest registrants

Stats collected Ontario Library Association and BookNet. © Ontario Library Association 2017

Did You Know?

400+ volunteers are involved in the Forest of Reading, making the program the largest volunteer opportunity in the Ontario Library Association

FOREST OF READING

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I Read Canadian Fund

Every young Canadian should have free access to Canadian books.

Help make this a priority through the I Read Canadian Fund.
WHAT IS THE VALUE PROPOSITION OF THE FOREST OF READING PROGRAM?

Let’s Discuss
Thank you.

We’d love to hear from you...

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