



THE HELL READING CHALLENGE 2020

**Everything you need to
know in six easy steps**

STEP 1

What is the Hell Reading Challenge?

HELL Pizza wants to reward New Zealand children who read books. So they came up with this great idea: Read for Pizza! What could be better?

Children complete the HELL Reading Challenge pizza wheel by reading seven books, and then go to any HELL store and redeem it for a **free 333 HELL Pizza**... It's that simple!

Just follow the rules below and then happy reading will lead to happy pizza eating.

- Every child/student must read 7 books to fill up their wheel to be able to receive their free 333 kids' pizza from their local HELL store.
- There is no limit on the number of wheels a student can fill up, provided they are stamped and authenticated by a school teacher or librarian.
- The child/student must redeem their free pizza **IN PERSON** and before the expiry date, which is **Sunday 31 January 2021**. Each pizza wheel will feature detailed rules and regulations, as well as a serial number that will be traced back to your school/library. We do this to ensure a high standard of conduct. It's our honour code!

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STEP 2

How can you run the programme at your school or library?

1. Register your school or library at <https://forms.gle/M4mhCBwJYaAM8mPj8>. You may want to select a team leader to coordinate pizza wheel orders for your school.
2. Decide on how you want to run the programme at your school or library. To show you how the Reading Challenge works, we've made an instructional video, which you can find at www.nzbookawards.nz/hell-reading-challenge/ – we recommend that you watch this first.

In step 5 you'll find more ideas on how to run the challenge at your schools and libraries. All these suggestions have come from hard-working teachers, librarians and volunteers who ran the initiative efficiently and effectively previously. Whether you take these ideas and run with them as-is, or you tweak them to suit your style, it's completely up to you.

3. Display the striking posters and table talkers supplied with your registration pack, to let keen readers know they can take part in this exciting challenge.
4. With your class or team, talk about how you will record the books children are reading and the amount. Our aim is to have at least one wheel filled out per student each term. A reading log and an activity to prove that the students have read the book are recommended. They can use our specially designed review cards (available for download from **our website**) to describe their impressions of the books they read.
5. Start your students on their **HELL Reading Challenge!**
6. Start clipping the **HELL Reading Challenge** pizza wheels...
7. Keen readers can qualify for a free pizza every time they earn an authenticated pizza wheel by completing another 7 books. So it works for both slower and confident readers.

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STEP 3

What is the Hell Reading Challenge pizza wheel?

The HELL Reading Challenge pizza wheel has 7 segments ready to clip on completion of a book. Here's what it looks like and how you fill it:



Children get each slice clipped or signed off by the teacher or librarian after they have read one book (or whatever you think is suitable for your age group). You don't need a special clipper – a hole punch is fine!



The teacher or librarian is to sign off the pizza wedge when the follow up activity has been completed.



All wheels are to be authenticated by the teacher or librarian, and with the school or library stamp.



Note each wheel has a separate serial number and can be traced to prevent fraud. Fully completed and stamped wheels can be redeemed at the local HELL Pizza store. They have been given an example of what our pizza wheel will look like when completed.

NB: We need your help policing the wheels as we don't want anyone to take advantage of the generosity of HELL Pizza. The rules in Step 4 will help you run the challenge. Thank you for your consideration

STEP 4

Are there rules and regulations?

Yes, but they are not too onerous. As we all know, running a small business in New Zealand, or anywhere, is a real challenge. The owners of the HELL Pizza franchises are champions of our Reading Challenge, and we want to make sure that no one participating in it will take advantage of their generosity and goodwill. There are strict rules around the Reading Challenge, and with your help we can help police the wheels, and the challenge, to ensure that all students participate fairly.

- Each wheel is good for one 333 kids' pizza from any HELL store nationwide.
- Each wheel must be clicked off and signed by a teacher/librarian from your school or library and stamped with your official school/ library stamp.
- The **HELL Reading Challenge** is open to students in Years 1-8.
- Pizza must be picked up in person in-store only. One pizza per visit per child.

In special circumstances, schools or public libraries may be able to arrange "pizza parties" for small groups of students who have completed their pizza wheels. These orders must be booked at least two weeks in advance. Group orders are not available on Fridays. Please email readingchallenge@nzbookawards.org.nz with requests for group orders.

- Wheels are non-transferable for money.
- Schools and libraries can order wheels until Thursday 3 December 2020 (stocks permitting). Completed pizza wheels can be redeemed at HELL outlets throughout New Zealand until 31 January 2021.
- HELL stores have the right to refuse this offer in cases of suspected fraud, when presented with unsigned and unstamped wheels, or group orders that have not been pre-booked.
- All participating schools and libraries need to display the **HELL Reading Challenge** posters and table talkers supplied to them.

We thank you in advance for adhering to these rules!



STEP 5

Can you share some suggestions for running the HELL Reading Challenge?

How schools and libraries run this programme has varied greatly. Some schools required students to complete a task related to the books read, such as a small report or book reviews. Others had a conversation, asking pertinent questions about the books that the child/student had read. How you do this is up to you and what works in your classroom or library. Here's some feedback from teachers and librarians on what they did:



We have lovely students who thought they would just bring 7 books in the next day and say they have read them and get a free pizza. We have made it more challenging than that and they have to be able to answer a series of questions about the books before we clip their entry form.

English as a second language classes have been coming in specially to join as a team. We have made allowances for these students and they have a fun class competition going as well. It greatly encourages them to read in English and improve their literacy.

Wendy Wright, Avonside Girls' High School/Shirley Boys' High School, Christchurch



The challenge was introduced in a library session with each year group during Term 2 and then class teachers took it from there. Class displays highlight reading efforts and there is a real sense of motivation and engagement. Many of the boys have completed several wheels and others are still working to finish their first but there is no judgement, just

encouragement. As the librarian I have seen and stamped every completed wheel and spent time talking about the books read. In some instances, where I felt boys were taking an easy road to completion, I chose the seventh challenge for them. So often a book was read and enjoyed that they would not have chosen for themselves.

Ali Kersten, Hereworth School, Havelock North



We have a book awards/HELL pizza wheel challenge wall. I have printed off the book review template and if students would like to write a review on one of the books they are reading for their pizza wheel challenge, it is displayed on the wall. At the end of term we award prizes for our favourite reviews.

Philippa Christie, Makarewa School, Invercargill



We have a 40-book challenge - every seven books we give the child a pizza wheel and post a photo of them and the pizza wheel on Seesaw (schools communication app), then the children put up stickers to show their progress on the 40-book challenge. The challenge includes reading and completing a review of each book or getting them to identify details of characters or predict what might happen if there was another chapter.

Mathew McGuire, St Joseph's School, Papanui, Christchurch

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STEP 6

What else do I need to know?

To reward and encourage you and your keen readers, we will be running giveaways during the course of the challenge, using the fantastic New Zealand books that are finalists in this year's New Zealand Book Awards for Children and Young Adults. So look out for those opportunities to get more great books for your library. You can find out more about the awards at www.nzbookawards.nz/new-zealand-book-awards-for-children-and-young-adults/

Thank you!

HELL is very excited to be supporting the HELL Reading Challenge for a wonderful seventh year. Go HELL! With stores nationwide, there are plenty of places to get one of their great pizzas, so get your students reading and start clicking their pizza wheels. And direct them into any HELL store to redeem their vouchers any time before Sunday 31 January 2021.

Thank you again for helping us run this fun-loving Reading Challenge that helps to promote reading in schools, and the importance of school librarians and librarians in general, and, well, pizza!

For further information and any questions about the HELL Reading Challenge, email Joy at readingchallenge@nzbookawards.org.nz or visit www.nzbookawards.nz/hell-reading-challenge/ And keep up to date with news, ideas and promotions via our Facebook page: www.facebook.com/HELLReadingChallenge/

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