

TAKE FLIGHT ON THE ADVENTURE OF A LIFETIME WITH THE

SUMMER OF SKANDAR READING CHALLENGE

WHY DO WE NEED A 'READING CHALLENGE'?

Simon & Schuster Children's Books in partnership with Peters, the UK's leading specialist supplier of children's books to schools and Twinkl, a global leader in education resources, launch the **Summer of Skandar Reading Challenge**, in a mission to reignite children's love for reading and fight the growing decline in reading for pleasure.

Studies by the **National Literacy Trust** last year show that **two-thirds of children don't enjoy picking up a book** (*NLT, Reading for Pleasure, 2024*), and **reading rates among young people are at their lowest in 20 years** (*NLT, Reading for Pleasure, 2024*).

47% of 8–11-year-olds (KS2) say they discover new books through their teachers at school (*BookTrust – Primary school children's reading and the vital role teachers play in nurturing reading enjoyment, 2024*) and that's where the *Summer of Skandar Reading Challenge* comes in, a bold initiative from Simon & Schuster UK and Peters, designed to support teachers, educators and librarians to inspire a love for reading during the summer holidays.

This isn't just about reading – it's about life-changing stories that leap off the page and into kids' imaginations. Packed with exciting rewards, interactive tasks, and a chance to be part of a reading community in their class or school, this challenge transforms reading into an adventure worth sharing.

WHY SKANDAR?

What if one series could unlock the door to imaginations, spark excitement, and help tackle the alarming decline in children's reading enjoyment?

Enter the SKANDAR series by A.F. Steadman, a world full of fierce unicorns, elemental magic, jaw-dropping twists, and characters so compelling kids can't help but cheer for them.

But don't just take our word for it. Patrick, aged 10, declared it **"the best book I've ever read."** Another parent marveled at how her 9-year-old "devoured it in days". Even *The Telegraph* hailed Skandar as "the most popular children's fantasy hero since Harry Potter."

And here's why books like this matter more than ever. The National Literacy Trust reports that **only a quarter of boys aged 8 to 18 enjoy reading for pleasure** (Poppy Wood, *The Telegraph*, 5th November 2024), while BookTrust found that **just 29% of children aged 10 and older love reading** (BookTrust, *BookTrust research reveals decline in childhood reading enjoyment*, 2nd October 2024).

These numbers highlight how critical it is to find stories that grab kids' attention, especially for boys who are often the hardest to reach.

The SKANDAR series does exactly that. It's a page-turning phenomenon that has kids racing to the next chapter. Whether it's thrill-seekers who crave epic battles and brave heroes, or keen readers who love jaw-dropping twists and complex magical worlds, the SKANDAR series doesn't just tell a story; it builds a lifelong love of books.



SUMMER OF SKANDAR

READING CHALLENGE

HOW DOES IT WORK?

Before the summer holidays, classrooms will get an exclusive video from A.F. Steadman, the No.1 bestselling author behind *Skandar*. She'll introduce the challenge and lead children through a lively elemental personality quiz, helping them discover their unique elemental identity.

Then, children will spend their summer immersed in *Skandar and the Unicorn Thief*, completing interactive tasks inspired by the book's elemental themes of Fire, Water, Air, Earth, and Spirit. Not only will these activities bring the story to life, but they're cleverly designed to align with topics in the curriculum, blending fun with learning in the best possible way.

The final book in the *Skandar* series lands this August, making now the perfect time to jump into this magical world. With this challenge, you won't just be handing children a book – you'll be igniting imaginations, sparking a love for reading, and proving that adventure is only a page away.

ARE YOU READY TO JOIN IN?

Visit
www.peters.co.uk/summerofskandar
to find out more!

