

CHAMPLAIN VALLEY FAIR

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O'ROURKE
MEDIA GROUP

THE ESSEX
REPORTER

2026 O'Rourke Media Read & Win Program

What: An incentive program for students in grades K-8 to read at least three books during summer vacation, win a ribbon, and FREE one-time admission to the Champlain Valley Fair.

Where: Municipal libraries across Vermont will administer the program.

When: Program runs June 20 through August 15, 2026 (8 weeks).

Why: Participating students are encouraged to read and are rewarded with the Read & Win ribbon, free admission any ONE day of the Fair, one free book, one free ice cream, and one free ride ticket ANY one day of the Fair.

Municipal Librarians: What to do –

1. Find and inventory any Read & Win RIBBONS from previous years
– you can use these any year!
2. Go to champlainvalleyfair.org/read-win to request ribbons by June 1st!
If you don't need ribbons, FILL OUT THE FORM anyway, to let us know your library is PARTICIPATING!
You can also visit <https://forms.gle/PU99FDB8xBTy1CV47>
3. Participating libraries will be emailed a VOUCHER form. Print out as many as you need.
4. Give the reader a VOUCHER when they check out their first book.
5. When they have read 3 books, exchange their VOUCHER for a RIBBON!
Make sure they've seen the FLYER with instructions for students and parents.

If you have any questions, please call Jackie Buttolph at (802) 878-5545 or e-mail at jbuttolph@cvexpo.org.

Thanks in advance for helping us share this program and for your year-round efforts to encourage reading!