

Hooray! It's a big day!
You're off to sea!
You're on your way!

Now what you're looking for,
Just keep swimming...

The Activity Kit

The MAGIC of Storytelling

Let's Celebrate

The

MAGIC

of *Storytelling*



SYNOPSIS

The Walt Disney Company's "Magic of Storytelling" campaign is an ongoing initiative aimed at inspiring imagination and a lifelong love of reading. The campaign will harness the philanthropic power of the Disney ABC Television Group and Disney Publishing Worldwide's ongoing support of First Book as they come together to encourage shared reading experiences among our children and children in need. With the help of the community, culminating on Disney Reads Day, we'll distribute up to one million books through First Book, and together we will give the gift of imagination.

TARGET AUDIENCE

Primary: Millennial and Gen X parents of children A3-8
Secondary: Children A3-8

POSITIONING

The Disney Reads Day campaign will inspire imagination and a lifelong love of reading through the magic of Disney storytelling. The campaign is anchored in the sharing of stories with our own children and children in need.

FRANCHISE DRIVERS

The "Magic of Storytelling" campaign spans all Disney and Pixar franchises.

CAMPAIGN ATTRIBUTES

Purchase a book, share a shelfie, enter the shelfie sweepstakes, or read a book in Disney Story Central to activate a donation from Disney to First Book.



Let's Read Together

When we share stories, we inspire hopes and dreams, wander to distant adventures, and feed our imaginations. Celebrate the magic of storytelling with fun reading ideas to engage and delight children of all ages.



Read 'n' Bingo!

B-I-N-G-O! Story time has never been more active! Print out different bingo cards filled with key sight words and rhymes. Children can use pennies or crayons or even make their own markers to cover the squares when they hear words on their cards read in the story! A child who makes a horizontal or vertical line the card can call "BINGO!" and you have a winner!

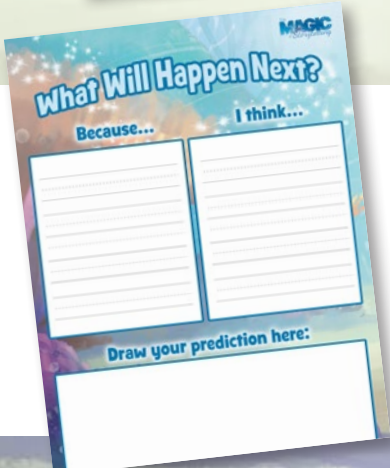
Printables: (5) different "Read 'n' Bingo!" cards



Imagine a Story...

Here's a chance for children to imagine how their very own stories might unfold. Print out the "Imagine a Story" printable. Help children choose a setting for the story, a character that the story will feature, and a special event to develop the story around. Then, provide them with the "Write a Story" page and help them create a short story with the chosen setting, character, and event—or with something completely new! Feel free to have them begin the tale with "Once upon a time . . ." and watch their imaginations soar!

Printables: "Imagine a Story. . . ." and "Write a Story. . . ."



What Will Happen Next?

What will happen next? Let's find out! First, choose a favorite story to read aloud. Pass out crayons and the "What Will Happen Next?" printable. As you read the story aloud, pause at key moments before turning a page. Ask children what they think might happen next, and encourage them to write down their predictions or draw a picture. Share as a group—it's amazing where their imaginations go!

Printable: "What Will Happen Next?"

Let's Read Together



Tic-Tac-Read!

Tic-tac-toe, three in a row! First, choose a favorite story to read aloud, and share that story in an engaging way. Then, hand out the "Tic-Tac-Read!" printable. Each of the boxes contains an open-ended question related to the story. Children can choose the boxes they want to cross off, answer the questions, mark X or O, and work their way through the card until you have a winner!

Printable: "Tic-Tac-Read!"



Think about It!

The feelings evoked by a story are often what makes it so memorable. Here's a fun way to engage children in exploring different feelings that might arise from a new book! First, choose a favorite story to read aloud and share in an engaging way. Then, pass out crayons or pencils and the "Think about It!" printable and encourage children to fill in the blanks! What are they thinking, wondering, feeling, and understanding about the story you just shared? Be prepared to positively acknowledge a wide range of feelings, and share your own appropriately!

Printable: "Think about It!"



Engage in the Magic of Storytelling

Walt Disney once said, "There is more treasure in books than in all the pirate's loot on *Treasure Island*." What better way to unearth these treasures than with simple techniques to go deeper with a story? Here are a few ideas to awaken the imagination:

- 1) Ask questions about children's favorite characters and shared character traits;
- 2) Pause midsentence and ask children to make up an ending for the sentence;
- 3) Collaborate on how particular characters' voices should sound;
- 4) Explore an alternate ending with a "what if" question; or
- 5) Act out challenging words.

All in all, have fun and communicate with each other as you adventure through the magic of storytelling!



Read 'n' Bingo!

B I N G O

I heard the word: Are	I heard the word: What	I heard the word: Said	I heard a word that rhymes with: Top	I heard the word: Had
I heard the word: Know	I heard the word: Could	I heard a word that rhymes with: Boat	I heard the word: Each	I heard the word: But
I heard the word: Made	I heard the word: Have		I heard the word: Did	I heard the word: You
I heard the word: These	I heard the word: For	I heard a word that rhymes with: Pink	I heard the word: Only	I heard the word: Been
I heard a word that rhymes with: Cake	I heard the word: Were	I heard the word: About	I heard the word: Like	I heard the word: Just



Read 'n' Bingo!

B I N G O

I heard the word: As	I heard the word: Was	I heard the word: Said	I heard a word that rhymes with: Bell	I heard the word: Has
I heard the word: Know	I heard the word: Can	I heard a word that rhymes with: Cap	I heard the word: Very	I heard the word: By
I heard the word: More	I heard the word: Have		I heard the word: Just	I heard the word: Your
I heard the word: This	I heard the word: Who	I heard a word that rhymes with: Bat	I heard the word: For	I heard the word: Little
I heard a word that rhymes with: Good	I heard the word: Where	I heard the word: An	I heard the word: Now	I heard the word: I



Read 'n' Bingo!

B I N G O

I heard the word: Will	I heard the word: As	I heard the word: By	I heard a word that rhymes with: Bell	I heard the word: Your
I heard the word: Just	I heard the word: More	I heard a word that rhymes with: Cap	I heard the word: From	I heard the word: This
I heard the word: Very	I heard the word: For		I heard the word: Said	I heard the word: Know
I heard the word: Where	I heard the word: Has	I heard a word that rhymes with: Sail	I heard the word: An	I heard the word: Can
I heard a word that rhymes with: Nest	I heard the word: Not	I heard the word: I	I heard the word: Have	I heard the word: See



Read 'n' Bingo!

B I N G O

I heard the word: Will	I heard the word: All	I heard the word: One	I heard a word that rhymes with: Night	I heard the word: If
I heard the word: Up	I heard the word: This	I heard a word that rhymes with: Note	I heard the word: At	I heard the word: For
I heard the word: My	I heard the word: Not		I heard the word: Have	I heard the word: Out
I heard the word: Know	I heard the word: Very	I heard a word that rhymes with: Sail	I heard the word: By	I heard the word: Your
I heard a word that rhymes with: Can	I heard the word: Has	I heard the word: Said	I heard the word: Him	I heard the word: As



Read 'n' Bingo!

B I N G O

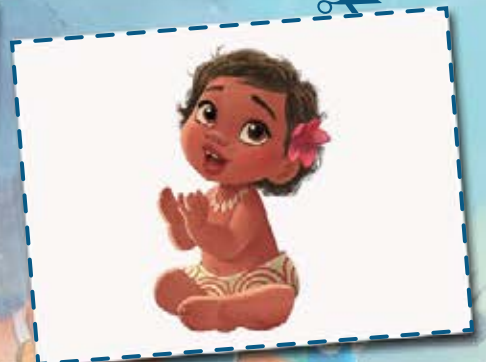
I heard the word: Are	I heard the word: Was	I heard the word: She	I heard a word that rhymes with: Skin	I heard the word: Has
I heard the word: Know	I heard the word: May	I heard a word that rhymes with: Back	I heard the word: We	I heard the word: How
I heard the word: Have	I heard the word: More		I heard the word: Your	I heard the word: By
I heard the word: The	I heard the word: When	I heard a word that rhymes with: Feet	I heard the word: For	I heard the word: Said
I heard a word that rhymes with: Hop	I heard the word: Where	I heard the word: An	I heard the word: Now	I heard the word: I

Imagine a Story...

1. Choose a Setting.



2. Pick a Character.

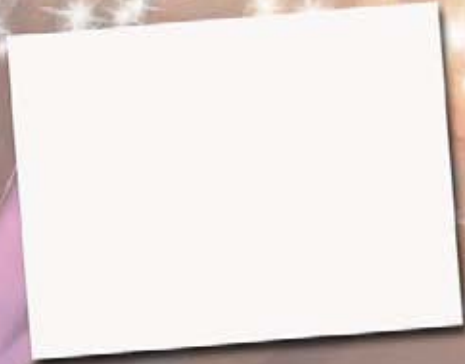


3. Select an Event.

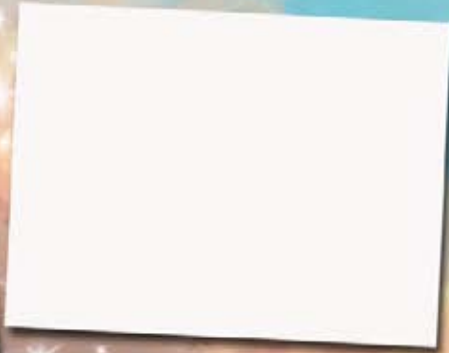


4. Write a Story!

Write a Story...



Setting

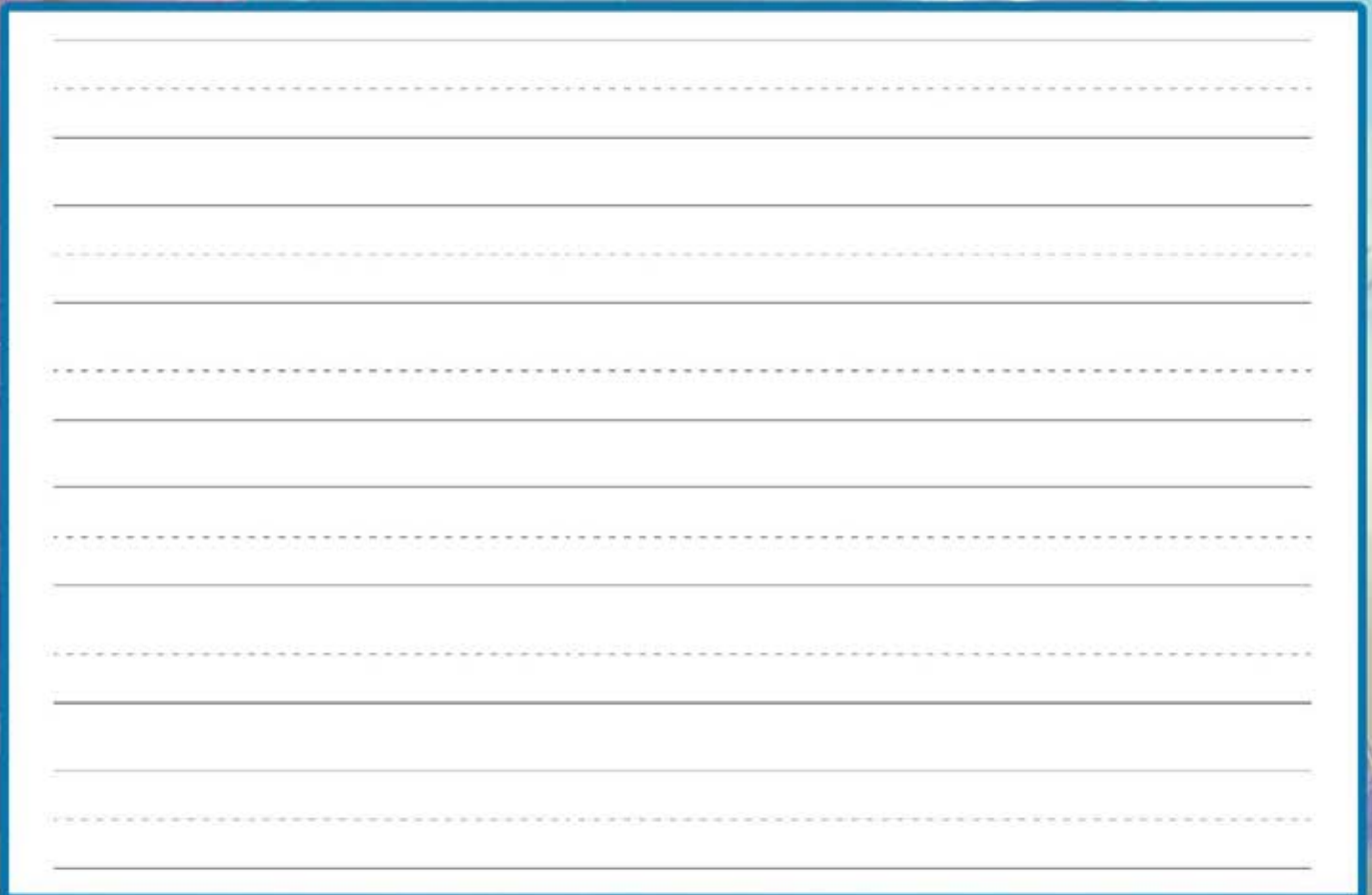


Character



Event

My Story:



What Will Happen Next?

Because...

I think...

Draw your prediction here:



Tic-Tac-Read!



What does the cover tell you about the story?

Who was your favourite character and why?

What was the main idea of the story?

Is the title good for the story?

Describe how a character changed in the story.

What was your favourite part of the story?

What is one thing you would change about the story?

Whom does your favourite character remind you of?

Describe the setting of the story.

Think about It!



I'm thinking...



I'm wondering...



I'm feeling...



I'm understanding...

Reading Award

This certificate is presented to:

Congratulations!

Date: _____ Signed: _____



Printable Bookmarks



LET'S TAKE THE
READING
PLEDGE

How Will You Read Differently?

I CAN READ
my best friend's
favourite book!

© Disney



LET'S TAKE THE
READING
PLEDGE

How Will You Read Differently?

I CAN READ
a book about
another place!

© Disney



LET'S TAKE THE
READING
PLEDGE

How Will You Read Differently?

I CAN READ
a digital book!

© Disney



LET'S TAKE THE
READING
PLEDGE

How Will You Read Differently?

I CAN READ
with my pet or a
stuffed animal!

© Disney



Let's Find Words

Read the words.

Find the words in the puzzle.

Circle each word you find.

said ship were jugs jewel

o	s	h	i	p	y
e	b	s	a	i	d
w	e	r	e	k	n
j	e	w	e	l	w
a	j	u	g	s	m





Let's Find Words

Read the words.

Find the words in the puzzle.

Circle each word you find.

bench your is tower all

l	t	o	w	e	r
s	y	o	u	r	t
i	s	c	a	s	m
u	b	e	n	c	h
g	d	a	l	l	e



Let's Write Asking Sentences

Draw one more toy in the picture.
Write two asking sentences about the picture.
Use words from the word box if you need to.



who what where when why how



Write Your Own Story



One day Ariel came across a shark named _____. At first, Ariel felt _____, but soon realized the shark was _____. It turned out they had a lot in common like, _____ and _____. After _____, Ariel had to get home for _____. They decided to get together soon and _____.