**Facebook/Instagram**

Parents: Did you know that reading is one of the best ways to reduce summer learning loss? Now you can get free books through the Kellogg’s Feeding Reading program. If you buy participating Kellogg’s brand grocery products, you might have even earned books already (1 box = 1 free book)! Go to https://www.feedingreading.com to learn more, upload receipts, and choose titles to keep or to donate to our school.

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**Twitter**

Did you know that reading is one of the best ways to reduce summer learning loss? Now you can earn free books by purchasing qualifying Kellogg’s brand products (1 box = 1 free book)! Go to https://www.feedingreading.com to learn more, upload receipts, and choose titles.

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**Email, website, school communication apps—long text**

Dear parents,

As a teacher, it’s important to me that my students read as much as possible, especially during summer to prevent learning loss. So I wanted to tell you about the Kellogg’s Feeding Reading program. Go to www.feadingreading.com to learn about this program and see how you can get free books for your family by purchasing qualifying Kellogg's products. Each box earns one free Penguin Random House book. This is perfect for the students in my classroom because more than 100 different titles are available for grades preK through 8. (If you feel that your children already have enough reading material at home, consider donating the books to our school instead.)

Go to www.feedingreading.com to learn more. And happy reading!

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**School communication apps—short text**

Check out the Kellogg’s Feeding Reading program and get free books for your child when you purchase qualifying Kellogg’s products (1 box = 1 free book)! Learn more at www.feedingreading.com. Happy reading!