

BORDERS. '10 SUMMER READING DOUBLE-DOG DARE

A LETTER FROM THE AUTHOR OF *DIARY OF A WIMPY KID*

When I was a kid, books were my escape. I positively wore my eyes out reading Beverly Cleary, Piers Anthony, J.R.R. Tolkien, and of course, Judy Blume. I read *Tales of a Fourth Grade Nothing* and *Freckle Juice* until the covers fell off. OK, so most of my reading was done in the bathroom, but that still counts, right?

I can't help but feel that, today, we're in the midst of a gilded age for children's and young adult books. Mo Willems, Jon Scieszka, Rebecca Stead, Rick Riordan, Kate Dicamillo, and so many other talented authors are producing amazing work. For kids looking for a good read, there's an embarrassment of riches.

Summer was always the time when I lined up the books I wanted to read and plowed straight through until September. I'm honored to be a part of Borders' Summer Reading Double-Dog Dare, a program that rewards kids for reading. As adults, we know that there's nothing that can transport you to another world like a book. Let's reward kids for expanding their horizons and for taking the first steps to becoming lifelong readers.



Jeff Kinney