



May is SCHOLASTIC NATIONAL FAMILY READING MONTH SHOWCASE CATALOGUE 2026

CELEBRATING 30 YEARS!



MAY IS THE MONTH FOR READERS

EVERYTHING
HAPPENS IN MAY!



May is the month for readers, and it is 31 jam-packed days of fun reading events to celebrate the wonderful world of books, such as Scholastic's **NATIONAL FAMILY READING MONTH CHALLENGE**, writers' festivals, reading events and the NSW Premier's Literacy Awards, to name a few!

Scholastic proudly announces the 30th instalment of National Family Reading Month, which encourages families to read together on a regular basis to create strong reading habits.

THIS YEAR, WE ARE EXCITED TO ANNOUNCE THAT OUR AMBASSADOR FOR NATIONAL FAMILY READING MONTH 2026 IS MR LUKE!

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					LIVE EVENT NFRM LAUNCH 11AM AEST / 1PM NZST	
3	4	5	6	Melbourne Writers Festival Day 1	Melbourne Writers Festival Day 2 Featherston Booktown Karukatea Festival Day 1	Melbourne Writers Festival Day 3 Featherston Booktown Karukatea Festival Day 2
Melbourne Writers Festival Day 4 Featherston Booktown Karukatea Festival Day 3	National Families Week	National Families Week Auckland Writers Festival Day 1	National Families Week Auckland Writers Festival Day 2 Stella Prize	National Families Week Auckland Writers Festival Day 3	National Families Week Auckland Writers Festival Day 4 Margaret River Readers & Writers Festival Day 1	National Families Week Auckland Writers Festival Day 5 Margaret River Readers & Writers Festival Day 2 NSW Premier's Literacy Awards
National Families Week Auckland Writers Festival Day 6 Margaret River Readers & Writers Festival Day 3	Sydney Writers Festival Day 1	Sydney Writers Festival Day 2	Sydney Writers Festival Day 3 National Simultaneous Storytime	Sydney Writers Festival Day 4 ABIA Awards	Sydney Writers Festival Day 5	Sydney Writers Festival Day 6
Sydney Writers Festival Day 7	25	26	Words on the Waves Writers Festival Day 1	Words on the Waves Writers Festival Day 2	Words on the Waves Writers Festival Day 3	Words on the Waves Writers Festival Day 4 Capricorn Coast Readers & Writers Festival Day 1
Words on the Waves Writers Festival Day 5 Capricorn Coast Readers & Writers Festival Day 2						

CELEBRATE 30 YEARS OF NATIONAL FAMILY READING MONTH—MAY 2026

For 30 years, Scholastic's **NATIONAL FAMILY READING MONTH (NFRM)** has been bringing families together through the joy of books. We know that when children read regularly with their families and role models, they gain skills, confidence, and a love of reading that lasts a lifetime.

This May, let's make reading **A DAILY HABIT, A FAMILY TRADITION, AND A GIFT THAT LASTS FOREVER.**

WHY TAKE PART?

- Reading together strengthens bonds and creates cherished memories.
- Just 10 minutes a day can spark imagination and build lifelong learning skills.
- In a world full of distractions, reading is a powerful way to pause, connect and inspire.

THE 31-DAY READING CHALLENGE

We challenge families everywhere to:

- Read together for 10 minutes every day in May.
- Share stories, discover new books, and make reading a part of everyday life.
- Be part of a national movement creating lifelong readers.

BE INSPIRED

This year's Challenge will be more inspirational than ever before with our team of supporters:

MR LUKE, RETURNING AS AMBASSADOR FOR 2026, will be joined once again by **ILLUSTRATOR CHRIS KENNETT**, together with powerhouse couple **MATT COSGROVE AND EVA AMORES, CREATORS OF THE HILARIOUS WORST WEEK EVER SERIES**, making the **NFRM DREAM TEAM!**

NFRM WILL LAUNCH ON FRIDAY, 1ST OF MAY 2026, AT 11 AM AEST AND 1 PM NZST, where it will be livestreamed all across Australia and New Zealand via Facebook and YouTube.

Mr Luke will read his book, **MR LUKE'S MAGIC LIBRARY, DINOSAUR TRAIL**, together with illustrator Chris Kennett, followed by a reading from Matt and Eva from their latest release, **WORST HERO EVER: FEET FIRST!** and kick off the 31-Day Challenge, as we **READ EVERY DAY! READ MORE IN MAY!**



ABOUT OUR AMBASSADORS



MR LUKE returns as the official 2026 NFRM Ambassador. Known to students and teachers alike as “Mr Luke,” his energetic and heart-warming teaching videos continue to inspire young readers and families across Australia.

Illustrator **CHRIS KENNETT** joins him once again, bringing his creative spark to the campaign visuals and the Mr Luke’s Magic Library book series.



EVA AMORES AND MATT COSGROVE, creators of the Worst Week Ever series, join as official NFRM Supporters in 2026. Following their April release of *Worst Hero Ever!*, the duo will appear live at the NFRM launch event, bringing even more energy, humour, and inspiration to our national reading celebration.

TOGETHER, THEY FORM THE NFRM DREAM TEAM 2026!

MR LUKE'S Magic Library

60% OFF
For a limited time only*

WRITTEN BY MR LUKE

ILLUSTRATED BY CHRIS KENNETT



DINOSAUR TRAIL (MR LUKE'S MAGIC LIBRARY #2)

AU RRP: \$19.99

NZ RRP: \$24.99



Author: LUKE SPRINGER

Illustrator: CHRIS KENNETT

Publisher: SCHOLASTIC
AUSTRALIA

ISBN: 9781761642715

Format: HARDBACK

Type: PICTURE

Age Level: 3+

Dimensions: 250 X 240 MM

Page Count: 24 PP



There's a special place, hidden within the school. It's a **MAGICAL** place where the books inside can take readers on journeys beyond their **WILDEST** dreams. Welcome to Mr Luke's Magic Library ...

Mr Luke's class have opened a magic book and found themselves in the time of the **DINOSAURS!** They find a lost egg, all on its own. Can the class help get the egg back to its owner? And which dinosaurs will they meet along the way?

Written by internationally renowned teacher sensation, Mr Luke.



* Promotional offer for the purchase period: 29 December 2025 – 31 May 2026. Contact your Territory Manager today.
NB: Discount referenced on page is in place of existing discount structure. Covered under standard terms.

MR LUKE'S Magic Library

60% OFF
For a limited time only*

WRITTEN BY MR LUKE

ILLUSTRATED BY CHRIS KENNETT



Design not final

SCHOLASTIC

BONUS
FREE COUNTER
PACK

6-COPY COUNTER PACK

AU RRP: \$119.94 *60% off RRP
NOT AVAILABLE IN NZ

ISBN: 9781761725531



Includes:

- Dinosaur Trail (Mr Luke's Magic Library #2)
9781761642715 x 6
- Counter Pack + Header
- Header sticker



Design not final

SCHOLASTIC

BONUS
FREE COUNTER
PACK

12-COPY COUNTER PACK

AU RRP: \$239.88 *60% off RRP
NOT AVAILABLE IN NZ

ISBN: 9781761726125



Includes:

- Dinosaur Trail (Mr Luke's Magic Library #2)
9781761642715 x 12
- Counter Pack + Header
- Header sticker

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WORST HERO EVER! FEET FIRST

60% OFF
For a limited time only*



EVA AMORES & MATT COSGROVE

FEET FIRST (WORST HERO EVER! #1)

AU RRP: \$15.99
NZ RRP: \$16.99

Author: EVA AMORES & MATT COSGROVE
Illustrator: MATT COSGROVE
Publisher: SCHOLASTIC AUSTRALIA
ISBN: 9781761725159
Format: PAPERBACK
Type: CHAPTER BOOK
Age Level: 8+
Dimensions: 190 X 150 MM
Page Count: 160 PP



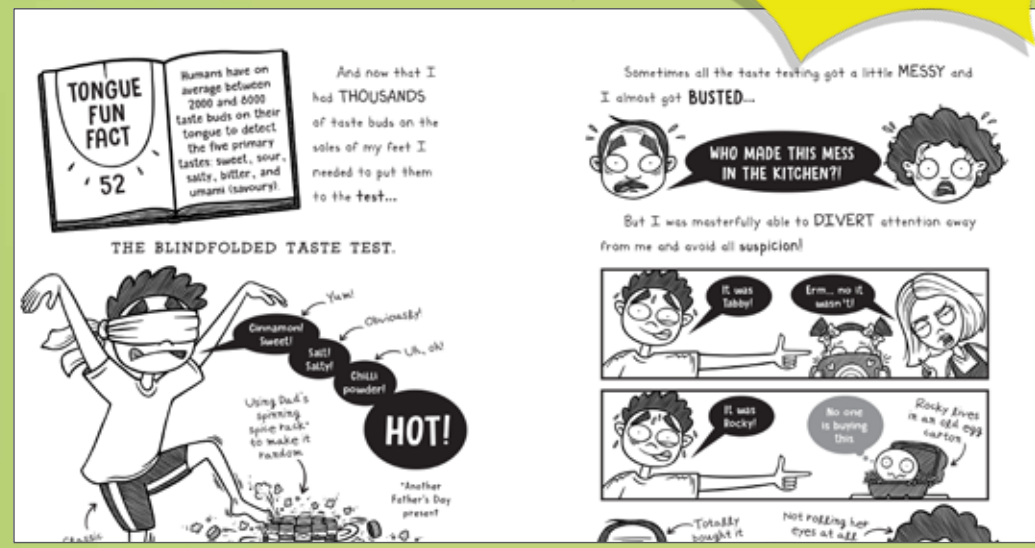
If you could have ANY superpower, what would YOU choose?

Super strength? Invisibility? The ability to fly? Super speed? So many superpowers to choose from. Unfortunately, for LICKY RICKY, he didn't get to choose. He just woke up one day with the most useless, least impressive, socially unacceptable, slightly embarrassing, frankly gross, SUPERPOWER of all time!

Grab your barf bags, buckle up and brace yourself for the unbelievable but entirely true origin story of the WORST HERO EVER!

KEY SELLING POINTS:

- From the creators of the worldwide smash-hit, Worst Week Ever.
- A brand new series about the WORST hero ever!
- Worst Week Ever is sold in over 50 countries.
- Licky Ricky has an unusual power!
- Matt Cosgrove is the author/illustrator of Macca the Alpaca.
- For fans of Worst Week Ever and Diary of a Wimpy Kid

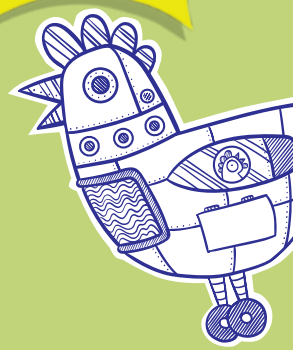
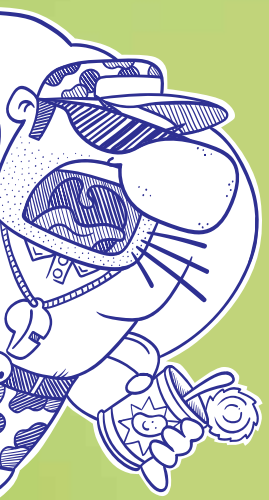


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NB: Discount referenced on page is in place of existing discount structure. Covered under standard terms.

WORST HERO EVER! FEET FIRST

EVA AMORES & MATT COSGROVE

60% OFF
For a limited time only*



Design not final

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SCHOLASTIC

BONUS
FREE COUNTER
PACK

SCHOLASTIC

BONUS
FREE COUNTER
PACK

6-COPY COUNTER PACK

AU RRP: \$95.94 *60% off RRP
NOT AVAILABLE IN NZ

ISBN: 9781761810510



Includes:

- Feet First (Worst Hero Ever! #1)
9781761725159 x 6
- Counter Pack + Header
- Header sticker

12-COPY COUNTER PACK

AU RRP: \$191.88 *60% off RRP
NOT AVAILABLE IN NZ

ISBN: 9781761810527



Includes:

- Feet First (Worst Hero Ever! #1)
9781761725159 x 12
- Counter Pack + Header
- Header sticker

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HOW TO SUPPORT NFRM IN YOUR STORE

This is your opportunity to join the celebration of reading for **NATIONAL FAMILY READING MONTH**.

Bring your store alive with your favourite books and hold this event on the 1st of May to **READ EVERY DAY! READ MORE IN MAY!**

With your store's support and contagious enthusiasm we can help build the momentum for families across Australia and New Zealand to join the challenge and **READ MORE IN MAY!**

You can guide customers' families in the following ways:

HANDING OUT BOOKMARKS

Encourage customers to register for the 31-Day Challenge.

Create a reading corner!

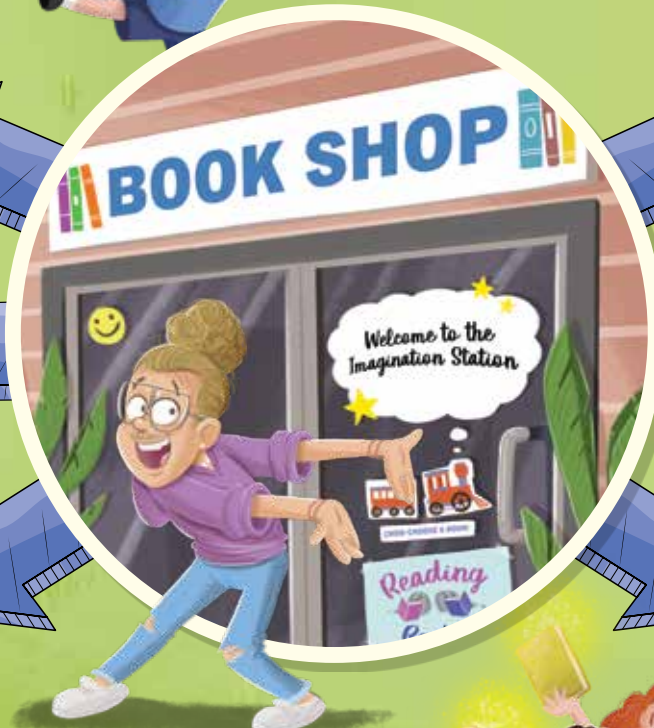


HOLD A LAUNCH PARTY AT YOUR STORE

Celebrate the launch of NFRM by holding a launch party in your store 1 May at 11AM AEST and 1PM NZST.



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Create awareness with an instore display—take advantage of 60% off purchase offering.

Use the NFRM shelf talker to recommend great books on your shelves and add staff picks.



MAKE A SPECIAL SELECTION OF BOOKS

- Store favourites
- Best of each genre
- Family favourites
- Oldies but goodies



YOU AND YOUR CUSTOMERS CAN REGISTER AND TAKE THE 31-DAY CHALLENGE

TRADE INCENTIVE*

Share how you and your customers **READ EVERY DAY IN MAY** and go into the draw to **WIN BIG!** One lucky winner will receive **\$1000**, and two more will each receive **\$500** to spend on books or donate to their choice of Children's Charity.

ENTER DURING THE MONTH OF MAY BY TAGGING US ON SOCIALS

-  @scholasticaustralia
-  @scholastic_au
-  @scholasticnewzealand
-  @scholastic_nz
-  @iam.mrluke
-  @crikeyboy
-  @eva.amores
-  @matt.cosgrove

#NFRM

#ReadEveryday

#ReadMoreInMay

#MillionsOfKidsReading

Take the challenge here:

scholastic.com.au/nfrm



*See full terms and conditions at <https://scholastic.com.au/about-scholastic/national-family-reading-month/terms-and-conditions-4/>

SELL-IN TOOLKIT TO HELP YOU CELEBRATE **NATIONAL FAMILY READING MONTH**

To help you promote this event we will provide you with an Instore Promotion Tool Kit for activation in your store.

You will receive a personal letter from author and NFRM Ambassador Mr Luke, plus:

- **INFORMATION SHEET** telling you everything you need to know.
- **DISCOUNT OFFERING OF 60%** for purchasing *Dinosaur Trail* and *Worst Hero Ever* #1.
- **ADVERTISING POSTER** detailing how to register and take the challenge.
- **SHELF TALKERS** so your staff can make recommendations.
- **CALENDAR OF MAY EVENTS** to put up in your store.
- **BOOKMARKS** detailing How to Register and Take the Challenge for your customers.

TO PROMOTE NATIONAL FAMILY READING MONTH SPEAK TO YOUR TRADE MANAGER TODAY!



NATIONAL FAMILY READING MONTH IS SUPPORTED BY AN EXTENSIVE MARKETING AND ADVERTISING CAMPAIGN.

Schools channel Australia and New Zealand: Reaching 2.5 MILLION kids, 3 MILLION parents, 120,000 teachers!	Book Club Book Fairs
Social media channels: Reaching over 100,000 followers!	facebook   LinkedIn  TikTok
Online retailer channels and online advertising!	Books+Publishing amazon  Meta  TikTok
PR and author channels + Live streaming of the event!	facebook  YouTube
Opportunity to maximise exposure in your store!	REACH OUT: WE ARE HERE TO HELP!

ORDERING AND CUSTOMER CONTACT

Ordering process:

- 1 Select titles and quantities required.
- 2 Complete delivery information below.

DELIVERY INFORMATION

STORE NAME:

ACCOUNT NUMBER:

- 3 Return to Customer Service via email or your Territory Manager.

AUSTRALIA:

Email: order_processing@scholastic.com.au

Queries:

Email: customer_service@scholastic.com.au

Phone: (02) 4329 9473

NEW ZEALAND

Email: orders@scholastic.co.nz

Queries:

Email: enquiries@scholastic.co.nz

Phone: (09) 274 8112 or 0800 724 652

ORDERING INFORMATION

If you wish to order a Counter Pack and/or Dump Bin please speak to your TM.

Prices are correct at time of printing. Prices subject to change without notice.

Scholastic is committed to bringing children and books together and may opt to release titles early to schools. Should this occur with any of the titles listed in this edition of Parade our Trade customers will be able to access these titles as early as our school customers.

All items in this catalogue are ordered in good faith at the time of printing however, some items may be delayed/cancelled or become NBO (Non backorderable) due to unforeseeable circumstances.

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