WHAT IS STORYWALK®?

StoryWalk® is a literacy and physical activity tool that engages community members in reading children's books in unique environments. StoryWalk is a series of signs featuring sequential spreads from a children's picture book. Those signs or pages are spread through indoor or outdoor spaces in all seasons, allowing a reader to follow along with a story by walking.

The StoryWalk® Project (www.kellogghubbard.org/storywalk) was created by Anne Ferguson and developed in cooperation with the Kellogg Hubbard Library and the Vermont Bicycle & Pedestrian Coalition. The StoryWalk® Project offers fantastic ways to use physical copies of a book to make temporary signage in your community.

Curious City offers a more long-term solution. Each Curious City StoryWalk sign is professionally designed. Each sign features a photograph or scan of the open book, allowing the "walker" to view the book as a physical obtainable object, not simply as an image on a sign. Each "page turn" has an activity prompt so that walkers can participate in the story and increase their physical activity. Additionally, the opening and closing signs provide customizable sponsor acknowledgements and messaging. Explore slideshows of our signage at www.curiouscitydpw.com/tag/storywalk.

For options on how the signage is displayed in your community, look for the "STORYWALK®: Signage Printing, Sign Holders & Installation" at www.curiouscitydpw.com/storywalk.

WANT TO CHOOSE YOUR OWN BOOK FOR STORYWALK?

Have a book in mind that you want to display in your community? This is how Curious City and communities work together!

Curious City (CC) will contract with a community to complete the following tasks:

- o Assist in the selection of an age-appropriate picture book.
- o Secure permissions to reproduce the book as a StoryWalk from the book's publisher.
- o Provide publisher permission letters to the community.
- o Draft activity or book extension prompts for each page with the community.
- o Secure book's illustrator or contract artist to depict the prompts.
- o Photograph the open spreads of the book.
- o Design 24" w x 20" l or 18" w x 24" l signage incorporating the photographed spreads, activity prompts, and StoryWalk design framework.
- o Provide a slideshow of final sign design for the community approval.
- o Provide high-resolution art for signage to local printer to their specs.
- o Provide a DropBox link of the final art to the community for the purpose of future reprints of possible damaged signage.
- o Assist as needed on operations.

The community will be asked to:

- o Send CC grant language and/or local statistics that include: city population, number of elementary schools, library visit rates, and other relevant data for CC to obtain publisher permission.
- o Send partner logos to CC (the best files are 300+ dpi, .jpeg or .tif, and 3+ inches wide).
- o Participate in the creation of activity or book extension prompts to ensure grant goal fulfillment.
- o Increase the number of free circulating copies of the featured book in the community. This can be completed by informing schools and libraries about the featured book, but it is best accomplished by purchasing copies for schools, libraries, and area early childhood centers and organizations with grant monies.

For the above project, Curious City will bill $2150 post-project.

Changes made to any of the StoryWalk design framework including: size, additional signs beyond standard, branding, or opening or closing text could incur a $100 per hour change fee.

WANT TO CHOOSE AN EXISTING STORYWALK?
Want to use a picture book already being tested in other communities? This is how Curious City and communities work together!

Curious City (CC) will contract with a community to complete the following tasks:

o   Assist in the selection of an age-appropriate picture book from list of pre-existing StoryWalks. Visit www.curiouscitydpw.com/storywalk to see slideshows of the following books:

CATS COLORS
by Airlie Anderson (Child's Play)
Note: Currently in production. Slideshow TBA.

HOW DO YOU WOKKA-WOKKA?
by Elizabeth Bluemle & illustrated by Randy Cecil (Candlewick Press)

MOUSE HOUSE TALES
by Susan Pearson & Illustrated by Amanda Shepard (Blue Apple Books)
NOTE: This has STEM-aligned action and discussion prompts.

AND HERE'S TO YOU
by David Elliott & Illustrated by Randy Cecil (Candlewick Press)

BOW-WOW WIGGLE-WAGGLE
by Mary Newell DePalma (Eerdman's)

RAINBOW STEW
by Cathryn Falwell (Lee & Low)
Note: This title's publisher requires a $500 license fee.

POND BABIES
by Cathryn Falwell (Down East Books)

BUGLIEST BUG
by Carol Diggery Shields & Illustrated by Scott Nash (Candlewick Press)

BUG SAFARI
by Bob Barner (Holiday House)

NEST NOOK & CRANNY
by Susan Blackaby & Illustrated by Jamie Hogan (Charlesbridge Publishing)
NOTE: Because of the wide age range of this StoryWalk (Age 7-Adult), it does not include physical activity prompts. It is a wonderful choice for nature trails and does not need to be displayed in chronological order. Communities have placed the poems by habitat.

Title availability depends on publisher's approval of individual projects.

o   Secure permissions to reproduce the book as a StoryWalk from the book's publisher.
o   Provide publisher permission letters to the community.
o   Incorporate the community's logos into the opening sign and community messaging into the final sign.
o   Provide a slideshow of final sign design for the community approval.
o   Advise on printing and sign installation.
o   Provide high-resolution art for signage to local printer to their specs.
o   Provide a DropBox link of the final art to the community for the purpose of future reprints of possible damaged signage.
o   Assist as needed on operations.

The community will be asked to:

o   Send CC grant language and/or local statistics that include: city population, number of elementary schools, library visit rates, and other relevant data for CC to obtain publisher permission.
o   Send partner logos to CC (the best files are 300+ dpi, .jpeg or .tif, and 3+ inches wide).
o   Compose community messaging for the final sign using allotted space.
o   Increase the number of free circulating copies of the featured book in the community. This can be completed by informing schools and libraries about the featured book, but it is best accomplished by purchasing copies for schools, libraries, and area early childhood centers and organizations with grant monies.
o   NOTE: The publisher of RAINBOW STEW requires a $500 licensing fee for using this title as a StoryWalk. All other titles have no licensing fees at this time.

For the above project, Curious City will bill $750 post-project.

Changes made to any of the StoryWalk design framework including: size, additional signs beyond standard, branding, or opening text could incur a $100 per hour change fee.