



Whitcoulls and Duffy Books in Homes join forces to give kids the gift of book ownership

Thousands of Kiwi kids were given the gift of reading with the launch of a new partnership between Whitcoulls and Duffy Books in Homes during the week of 22 to 28 September.



Kids in Duffy schools often have little or no access to reading material at home and benefit from a minimum of five brand new books to take home and keep each year. This is in addition to weekly book awards, a travelling theatre and numerous special awards throughout the year.

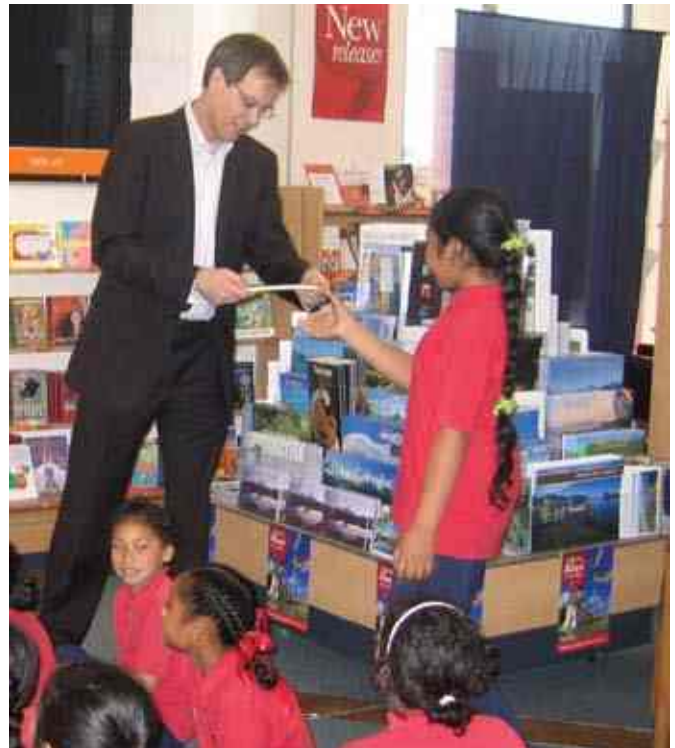
Since 2003, Whitcoulls has been a major sponsor of the Duffy Books in Homes programme and currently supports 34 of the 500 Duffy schools around New Zealand.

Now, this relationship has been taken a step further with the launch of the first ever Whitcoulls Duffy Book Week. Coinciding with the last week of New Zealand Book Month, Whitcoulls branches throughout the country held special in-store events featuring Duffy Books in Homes Role Models.

Whitcoulls Corner at 210 Queen Street, Auckland hosted the official launch of Duffy Book Week on Monday, September 22. TV One newsreader Simon Dallow hosted a special Role Model assembly for Duffy kids from Room 4 at Panama Road School in Otahuhu.

Duffy Books in Homes and New Zealand Book Month also joined forces to host an awards ceremony for the winners of the NZ Book Month Lunchpack competition at Auckland's Civic Theatre on Wednesday September 24. As well as the competition winners, Auckland's Beach Haven School received their Duffy books at the event. Duffy Role Models in attendance to present their books included:

- **Naomi Bradfield and Henry Tuipea** – TV /Radio Presenters and Co MCs
- **Suzy Cato** – TV Presenter
- **Brecon Carter** – Auckland Philharmonic Orchestra
- **Linda Vagana** – Former Silver Fern netballer
- **J. Williams** – Singer
- **Constable Bryan Ward**
- **Deane Siakimotu** – Community Leader
- **Anna Richards** – Black Fern rugby player
- **Prestige** – New Zealand champion hip hop dance crew
- Representatives from the **New Zealand Warriors**



You can still donate to the Duffy Books in Homes programme throughout the year in-store at Whitcoulls at checkout time or online at www.helpduffy.co.nz.

Until December 17 you can also donate \$3 by text messaging 'DUFFY' to 2774

ABOVE: Simon Dallow presents one of the books proudly sponsored by Whitcoulls to a lucky Duffy kid from Panama Road School during the launch of Whitcoulls Duffy Book Week on September 22.

BELOW LEFT: Violinist Brecon Carter has the kids from Beach Haven School enthralled at the Civic Theatre.

BELOW MIDDLE: Constable Bryan Ward was a big hit with these Duffy kids from Beach Haven School.

BELOW RIGHT: Studio 2 presenter Vicki Lin had everyone's attention when she read to kids at Whitcoulls Botany.



Role

The final Books receive

From the Office

Kia Ora, Talofa lava, Malo e lelei, Kia orana, Nisa Bula Vinaka, Fakalofa lahi atu, Taloha Ni, Namaste, Annyong, Warm greetings, to all Duffy Books in Homes schools, sponsors, Role Models and supporters,

The 2008-2013 Duffy Books in Homes strategy has been the catalyst for some exciting projects this year. The Ready for Reading (R4R) programme in early childhood centres officially launched nationwide, our very first annual appeal in partnership with Whitcoulls took place in September and our new look interactive website is due to go live on November 4. Some of these activities you can read about in this newsletter.

Duffy Books in Homes is certainly spreading throughout the country with just over 40 new schools already signed up to start in 2009. As a result more children and families throughout New Zealand can experience and enjoy the benefits of Duffy books.

As this is the last newsletter for 2008 I would like to acknowledge and thank all who have contributed to making this year another great success. Many thanks to Rob Southam and team at Scholastic NZ Ltd., Pam Carter and the Penguin Group team and Trish and Paul du Temple from Wheelers Books. Thank you for sharing our vision to inspire a love of reading in Duffy children and their families. This of course, has only been made possible through the continuous commitment of our schools, and the wonderful generosity of our sponsors and supporters. Thank you so much for your ongoing support and enthusiasm this year.

To our fantastic Role Models who have given their time throughout the year – thank you for your great stories, forever keeping Duffy children excited about reading. Thanks also to our talented actors who performed 'Duffy's Time Travel Adventure' to our schools this year.

Once again, thank you Lee Kretschmar for your creative design, and Fred Soar and the printing crew at Soar Printing. Many thanks also to our vehicle suppliers Fleetpartners and Orix NZ. Also, to Mainfreight Ltd. – our offices are great and we appreciate the Mainfreight hospitality and generosity - thank you.

Lastly, thank you to the Duffy Books in Homes team and the Alan Duff Charitable Foundation Board of Trustees for a great year. We're looking forward to what 2009 will bring.

Wishing you all a fun and festive season leading into 2009!

Linda Vagana
GENERAL MANAGER



Basketballer Adrian Boyd was popular with teachers and children alike at Gate Pa School in Tauranga.

School Sponsor: Rotary Club of Tauranga



Black fern rugby player Aimee Sutorius with the smiling faces of St Bernadette's School in Wellington.

School Sponsor: Norm Hewitt



Musician Celia Stewart kept the kids of Addington with her flute.

School Sponsor: Agility Logistics Ltd.

Mary Kippenberger and Peter Charlton-Jones kept the kids and teachers of Manaia School in Taranaki engrossed in a world of stories.

School Sponsors: David and Brigid Willis



Champion Sevens player DJ Forbes with some of the lucky kids from Tuakau Primary School.

Sponsor needed



The boys from North Harbour Rugby were a great hit at Harbour School.

School Sponsor: Scholastic

- ROLE MODELS:** Jeremy Aldworth, Rugby • Barbara Algie, Writer • Pam Carter, Musician • Bevan Chapman, Radio • Jackie Clarke, School • DJ Forbes, Rugby • Jan Maree Franicevic, Comedian • Annette Gale, Surf Lifesaving • Ryan Inglis, TV Production • Jenn James, School • Scott Leighton, Rugby • Cushla Lichtwark, Netball • Vicki Little, Netball • Amigene Metcalf, Netball • Elizabeth Miller, Storyteller • Te Huinga Reo Selby-Rickit, Netball • Cheryl Smith, Rugby • Nana Tu'akoi, Writer • Isaiah Tuifua, Rugby • Linda Vagana, Netball • Hits FM, Dunedin • Classic Hits FM, Gisborne • Bertie Budgie, School

Model Assemblies

Book Offer of 2008 saw 92,678 Duffy kids throughout New Zealand each receive two free books kindly donated by their schools and sponsors.



Surfing legend Daniel Kereopa encouraged the kids at St Anthony's Catholic School in Huntly to follow their dreams.
School Sponsor: Whitcoulls



Illustrator and actor Johnny Angel Laulu is lost in a sea of blue at Te Kura Kaupapa Maori O Te Waiu O Ngati Porou in Ruatoria.
School Sponsor: J N Williams Memorial Trust



Dancer Allister Salaivao gets set to entertain the kids at Coromandel Area School with his amazing moves. **Sponsor needed**



Writer Elizabeth Pulford enjoyed a warm welcome at Oamaru Intermediate School.
Sponsor needed



Champion rower Makea Hiraoka showed his hard fought Bronze medal at the Olympics to show to the kids at Hanover Primary School in Hanover.
Sponsor needed

Writer • Kristina Anglem, Adventure Racer/Kayaker • Keith Austen, Writer • Aaron Bancroft, Rugby • Kingi Biddle, Radio • Ngaio Brown, Singer/Songwriter • Monalisa Codling, Rugby • Tamati Coffey, TV Presenter • Lesley Dowding, Storyteller • Mahe Drysdale, Rugby • Andrew Gardiner, Police • Te Maari Gardiner-Ngata, Writer • Matt Gibb, TV Presenter • Leigh Gibbs, Netball • Angela Gordon, Rugby • Michael Joyce, Author/Gardener • Ross Kennedy, Rugby • Daniel Kereopa, Surfer • Iliesa Keresoni, Rugby • Mervyn Lin, TV Presenter • Greg Lincoln, Radio • Jason Macdonald, Rugby • Beth Mallard, Rugby • Linzi Malley, Motorsport • Tanya Murray, Rugby • Helen Moananu, Musician • Thom Murphy, Dancer • Vicki Murray, Waka Ama • Juliana Naoupu, Netball • Tawera Nikau, Rugby • Elizabeth Pulford, Writer/Illustrator • Niva Retimanu, Radio • Grant Roa, Actor • Ross Robertson, MP • Sean Romans, Rugby • Neil Sorensen, Rugby • Celia Stewart, Musician • Aimee Sutorius, Rugby • Teresa Te Tamaki, Rugby • Jay Te Wake, Dancer • Neil Waka, TV Presenter • Bryan Ward and Bobby, Police • Joy Watson, Writer • Sharon Whillis, Writer • Shannon Willoughby, Musician • Classic Hits FM, Invercargill • Eagle Helicopter • More FM Whangarei • North Harbour Rugby Union • Northland Rugby Union

Top 10 Books from Book Offer Three, 2008

'What
the kids
chose'

Caught Being a Good Dad

Caring dads who get involved with their children's reading were rewarded on September 5 with a great Kiwi read of their own to enjoy.

500 Duffy schools held special Caught Being a Good Dad assemblies to recognise that dads have a huge influence on the reading habits of their kids.

This year, schools picked one special dad or father figure and honoured them with a certificate and book presented at a school assembly.

This year's award, sponsored by Duffy Books in Homes, was *What a Ride Mate! The Life and Times of the Mad Butcher* by Peter Leitch (a.k.a. The Mad Butcher) and Phil Gifford.

Schools chose their dad in many different ways. Some held story writing competitions while others put it to a school-wide vote.

- 1 I Spy: School Days**
by Walter Wick and Jean Marzollo
- 2 Care Bears: What I Love Best**
by Jenny McPerson and Nick Roberts
- 3 Scooby Doo: Spooky Sports Day**
by Erin Soderberg and Duendes del Sur
- 4 True or False: Baby Animals**
by Melvin and Gilda Berger
- 5 CatKid: I'm No Fraidy Cat!**
by Brian James and Ned Woodman
- 6 The Adventures of Captain Underpants**
by Dav Pilkey
- 7 Clifford: The Little Red Sled**
by Tisha Hamilton and Steve Hoefele
- 8 Thunder and Lightning**
by Wendy Pfeffer
- 9 Geronimo Stilton: All Because of a Cup of Coffee**
by Geronimo Stilton
- 10 World of Wishes: Ballerina Wishes**
by Carol Barton



*Matua Tony was the proud recipient of the award at Kohukohu School.
School Sponsor: John and Eleanor Gibb*



*Ron Bird's sons Joshua and Tairyn MacDonald enjoyed the opportunity to recognise their dad at Ebbett Park School.
School Sponsor: Springhill Charitable Trust and Frimley Foundation*



*Mr Motu'apuaka, pictured at Sylvia Park School with his boys Tuitu'u, George and Jason was a proud dad on his special day. Sadly, Mr Motu'apuaka passed away soon afterwards. Our condolences go out to all his family.
School Sponsors: Rotary Club of Penrose Inc. and Impressions International Ltd.*



*Darien, Ridwan and Darran were the luck winners of the Lucky Golden tickets when Feana Tu'akoi visited Melville School in Hamilton.
School Sponsor: Scholastic NZ Ltd.*



Drysdale brought along a medal from the Beijing kids at Fairfield
ton.

Bidois, Motivational Speaker • Adrian Boyd, Basketball • Deborah Burnside Writer • Kasina Campbell, Dancer • Brecon
ower • Tara Drysdale, Hockey • Sara Jane Elika, Singer • Robynleigh Emery, TV Presenter • Kallista Field, Equestrian
Radio • Victoria Grant, Rugby • Trevor Hill, Radio • Charlie Howe, Soccer • James Hutana, Rugby • Cory Hutchings,
y Kippenberger and Peter Charlton-Jones, Storyteller and Musician • Ili Kolo'ofai, Rugby • Johnny Angel Laulu, Artist
nd Pos Mavaega, Musician • Trevor McCoid, Inventor • John McDowell, Radio • Alistair McIntyre, Writer • Bernice Mene,
Rugby League • Henare O'Keefe, Entertainer • Farah Palmer, Rugby • Charlie Panapa, TV Presenter • Baydon Phillips,
Serena Rongonui, TV Presenter • Tumehe Rongonui, TV Presenter • Crystal Sadgrove, Radio • Allister Salaivao, Dancer •
Vendy Telfer, Netball • Piki Thomas, Firefighter • Anika Tiplady, Army/Rugby • Maia Tua-Davidson, Rugby League • Feana
Rugby • Jacque Wilton, Marineland • Selica Winiata, Rugby/Police • Bella the Dog and Henny Penny the Chicken, Classic
• Otago Rugby Union • Poverty Bay Rugby Union • River City FM • Taranaki Rugby Union • The Warriors • What NOW!

Duffy's Diary

What's coming up in 2008 for Duffy Schools

- 3rd November** ...\$5 Parent Offer forms arrive
- 13th November** Last day for \$5 Parent Offer orders to be returned to Scholastic
- 14th November** Caught Being a Good Grandparent assembly
- 1st - 5th December**
Mainfreight Award for Excellence in Attitude at end of year assemblies
- 8th December** ...\$5 Parent Offer orders arrive
- 19th December** Term Four ends
- And in 2009**
- 27th January**Term One starts
- 2nd February**Kids at Home books arrive
- 5th February**Book Offer One preview packs and brochures arrive
- 13th February** ...TWO FREE books for schools if Offer One orders are returned to Scholastic by today
- 16th February** ...Duffy book labels and Caught Being Good certificates arrive
- 17th February** ...Caught Being Good books arrive for Terms One and Two
- 20th February** ...LAST DAY for Book Offer One orders to be returned to Scholastic

School Leader Assembly

Duffy kids are often told by adults about the benefits of books and reading. However, the message is well and truly brought home when they hear from other kids.

Friday, August 15th, saw Duffy schools around the country inviting senior high school students to speak to their children about their love of reading, favourite books and where reading will take them once they have finished school.

Two secondary school students visited each school and were the focus of a special assembly at which they spoke to Duffy kids about where reading had taken them. Duffy Books in Homes thanked each School Leader with a copy of *Sir Edmund Hillary: An Extraordinary Life* by Alexa Johnston.

FROM THE TOP:

*Alannah Marshall and Cherie Kerehi Douglas – both ex-pupils of Wairoa Primary School made sure that the kids go the message that **READING IS COOL!** School Sponsor: Mainfreight International Ltd.*

Emma Brown and Mama Tairae of Tamaki College enjoyed passing on the reading message to the kids at Pt England School.

School Sponsor: Lions Club of Bucklands Beach

Cashmere High School's Jack Burgess and Sarah-Jane McGill answered lots of questions from the kids at Addington School in Christchurch.

School Sponsor: Agility Logistics Ltd.

Nicole Horsford, Head Girl at Birkenhead College and former Beach Haven School pupil spoke to the kids about her love of reading and how it helped her to achieve. Sponsor needed



Where do all those Duffy books come from?



Lois Hughes with one of the hundreds of boxes of Duffy books she takes care of each year.

The dedicated team at Scholastic have a huge job three times a year making sure that Duffy kids around the country receive the right books on time, every time.

One of these team members is Lois Hughes, better known at Scholastic as the 'Duffy Queen'. Lois has been in charge of making sure that boxes are correctly packed and sent to Duffy schools since the programme started in 1995.

"Back then there were just two of us and we chose the books that were sent out to the schools," says Lois.

Now Lois works with a team of up to 12 people during busy times and instead of packing books of their choice into the distinctive Scholastic boxes they now have to make sure that class order forms correspond with the contents of each box.

"For a large school with 30 classes or more it can take one person a whole day just to get the boxes packed," she says.

One of the biggest challenges ever faced by the team was when they realised that the 3D glasses hadn't been included with the books that arrived from the printer. After a worldwide search they finally tracked down a supply which was rushed to the packing tables all the way from New York!

Lois also gets the opportunity to attend Role Model assemblies at the schools sponsored by Scholastic and feels that it makes the job she does all the more relevant.

"You even get to recognise teachers' names on the class order forms and it's great to see that they are still teaching after all these years."

New Sponsors

We're thrilled to welcome all our new sponsors on board!

- **The Good Neighbour Trust** sponsoring: Wiri Central School

Letters



Dear Mr Mac

Thank-you for coming to my school and giving a speech about your book and how important it is to read. I really appreciated the time you took to spend some of the day with my school.

I learnt that if people or your boss gives you instructions and say them really quickly, that you should ask them to repeat what they just said, but say it a bit slower.

I also learnt that it takes a long time to write a book, and illustrate it. I enjoyed reading Doug the Digger.

Yours sincerely

Amber Sutton

Paparoa Range School

School Sponsor: Te Puni Kokiri

Dear Jan Maree

You are very funny and exciting. I wish you were a teacher here at Strathmore School because you are very special. One day I wish I can be like you because I like telling jokes too.

My favourite part was the cow joke – it was hilarious. Why didn't the skeleton cross the road? Because he didn't have the guts!

Many thanks

Jake

Strathmore School

School Sponsor:

Carter Holt Harvey Pulp and Paper

Dear friends at the Duffy Office

Thank you for giving me and the school free books. I really appreciate it and I hope you keep it up. You are doing an awesome job.

The books you choose are interesting and exciting. Our school thinks you are so cool.

My two favourite books are 'Baby Animals' and 'Thunder and Lightning'

Yours truly

Olivia

Riccarton Primary School

School Sponsor: Whitcoulls

Dear Kasina

Thank you for giving our books to us at the powhiri. Thank you for coming to Glen Innes Primary. We really appreciated it. I turned off the TV and read my books to my Mum and Dad.

Chloe, Glen Innes Primary School

School Sponsor: GE Finance and Insurance

To the Duffy Books in Homes Team

A big thank you for your continued support by way of free books for all our children.

We had a fun assembly with our Duffy Books HERO Adrian 'Showtime' Boyd earlier this week. The children and staff were thoroughly entertained by him.

We really appreciate the time and effort everyone puts into the running of this special programme.

Thanks again from all of us

St Joseph's School Paeroa

School Sponsor: MS Security Ltd.

Allister was a wonderful Role Model for our students. He spoke with humour and provided us with a bit of drama and laughter. He has battled the odds, and beginning with break dancing on the streets of South Auckland he persevered to make his dream of dancing fulltime come true. This was inspiring for Coromandel students. He and his dance crews have won silver and gold medals dancing in the United States and Europe. Allister mentioned the three key points which help him to achieve his goals and gave us moves to express them. They are - Focus; Never Give Up and Believe. We have a lot of children and young people who attend this school who are passionate about dance.

Allister gave us three separate assemblies in the Library as the hall was out of action for our Careers Expo. We had students from year 1 through to year 10 who came in three groups. Everyone loved the live demos Allister gave us, including popping, extraordinary cartwheels and some break dancing.

Helen Thatcher, Coromandel Area School

Sponsor needed

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but
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It costs approximately \$50 per annum to provide each child in a Duffy school with all the services the Duffy Books in Homes programme offers. ANY contribution is gratefully accepted.

Remember, you can now donate online at
www.booksinhomes.org.nz or www.helpduffy.co.nz



Donations can be sent to:

Duffy Books in Homes, PO Box 28-849,
Remuera, Auckland 1541. Phone 09-259 5690

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