

What is required of me if I would like to offer StoryWalk® in my community?

Please use the **StoryWalk®** trademark and include the following statement in all promotion of the project:

“The StoryWalk® Project was created by Anne Ferguson of Montpelier, VT and developed in collaboration with the Kellogg-Hubbard Library. Storywalk® is a registered service mark owned by Ms. Ferguson.”

All usage of the **Storywalk®** mark must comply with these guidelines, and must be limited to use in connection with educational, noncommercial projects consistent with the **StoryWalk®** Project mission to promote early literacy, physical activity, and family time together in nature.

What are the costs involved?

For **Vermont** communities who would like to borrow **StoryWalk®** books from us, the cost is free! If you want to create **StoryWalk®** books yourself, here are the costs: We purchase 3 copies of each book (2 for mounting, one for damage repair/replacement); books cost between \$7 and \$20 each so that can range from \$25 to \$55. Lamination costs about \$3 for 10 ml – a range of \$90 - \$100 for each book depending on its length. Stakes (good ones that don't splinter, aren't heavy, won't break easily) cost \$1 each - most books need about 30. Sticky backed industrial strength Velcro® to hold the books onto the stakes cost about \$35 that will accommodate a 30-page book. Not including labor to assemble and mount the books, **StoryWalk®** costs run about \$200 - \$250 per book.

What basics should I know about preparing the books?

In general, we use 10 ml lamination pockets, Industrial Strength Sticky Back Velcro® (the lightweight indoor Velcro® isn't strong enough) and use four-foot mahogany stakes, (they are stronger than pine). Each page is mounted on card stock; we put the page number, book title and author, and contact info on the back of each page. In addition to using the adhesive, we staple the fuzzy side of the Velcro® to the stake, using a staple gun. We have the lamination done by our local copy center. I can't stress enough the importance of a wide margin of laminate around the edges of each page – this completely seals and protects the page from moisture which will ruin the page. When the **StoryWalk®** book is attached to the stake, *the pages are at eye level for young children*.

What about copyright laws?

We contacted the head of the Children's Library Services for the State of Vermont - Grace Greene - who, after consulting with the VT State Lawyer, told us that if we purchased the book, we could use them in the stated format. **The books can not be altered in any way, the pages cannot be enlarged, scanned or reproduced.** Only mount them on card stock and laminate each individual page. We make a point of purchasing **new** books not taking donations or buying used books so that the writers and illustrators get full benefit. We buy all our supplies (books, stakes, laminate, etc.) from local businesses.

As it turns out, comments from parents in the guest book have indicated that often they plan to purchase the book that they have seen at the **StoryWalk®** Project. The Kellogg-Hubbard Library also buys a copy of the books that we use if they do not already have them in their collection.

How do you select books for The StoryWalk® Project?

Selection of books focuses on minimal text, finding illustrations that don't cross the center of the book, and a great story line. Smaller books work best for this project. We look for books that can be used in different seasons and are nature-based. Always, it is a great story line that is the key to this project – we also consistently look for books with a message of kindness and caring.

How far apart did you space the pages?

That depends on the length of the route available, the number of forks or intersections it has and the number of pages in the book. Make sure that the readers know where to find the following page, it is best if the next page can be seen. About 40 paces or so seems like a good distance between pages. We have found that a half-mile works well for small children.

How can you tell how many people have seen the StoryWalk®?

We place a guest book at the end of the **StoryWalk®** and ask readers to tell us the date, number in party, and any comments or suggestions that they have for the project.

How did you set up a guest/comment book to be protected against the elements?

We have placed a loose-leaf binder in a weatherproof box along with pencils (pens freeze and won't write on damp paper). The boxes are ones developed for real estate information with lids that can be mounted or attached to stakes.

What suggestions do you have for someone interested in creating The StoryWalk® Project in their town?

If you live in **Vermont**, you can borrow **StoryWalk®** books for up to two weeks, contact Anne to arrange this. All books are picked up and returned to the Kellogg-Hubbard Library in Montpelier.

If you don't live in Vermont or would like to create a **StoryWalk®** start by finding some other like-minded people in your community to work with on this project. We work well as a team and offer different perspectives and experiences. This project combines the benefits of physical activity, time outdoors in nature, literacy, and family time. Because of that, many community partners are interested in **StoryWalk®** and it lends itself to funding from different sources.

Post **StoryWalk®** books on new trails and paths to draw people to walk there or introduce them to **StoryWalk®** by posting the books along popular routes. In winter, books can be posted in store windows where many people walk because the sidewalks aren't so slippery or outdoors along snowshoe trails.

Try to involve other members of the community in the project in different ways; **StoryWalk®** lends itself to creative adaptations. Our senior center group translated a book into French for us. A local high school Spanish class translate one for us as well. A children's nature center was inspired to write and illustrate their own books.

How can anyone help to support the StoryWalk® Project

Thanks for asking! Donations are always welcome. We suggest a donation of \$25 for borrowing a book.

All donations must be made out to: StoryWalk – Anne Ferguson.

And can be mailed to:

StoryWalk – Anne Ferguson
C/O the Kellogg-Hubbard Library
135 Main Street
Montpelier, VT 05602

Thank you for your support!

If I have any other questions, how can I reach you?

Anne Ferguson **StoryWalk® Project Creator and Coordinator (Volunteer)**

storywalkvt@yahoo.com

The StoryWalk® Project was created by Anne Ferguson of Montpelier, Vermont and developed in collaboration with the Kellogg-Hubbard Library.

Below is an introductory page that can be posted at the start of **StoryWalk®** book:

Welcome to the

StoryWalk® Project

The StoryWalk® Project was created by
Anne Ferguson of Montpelier, VT and
developed in collaboration with
the Kellogg-Hubbard Library.



Questions? storywalkvt@yahoo.com