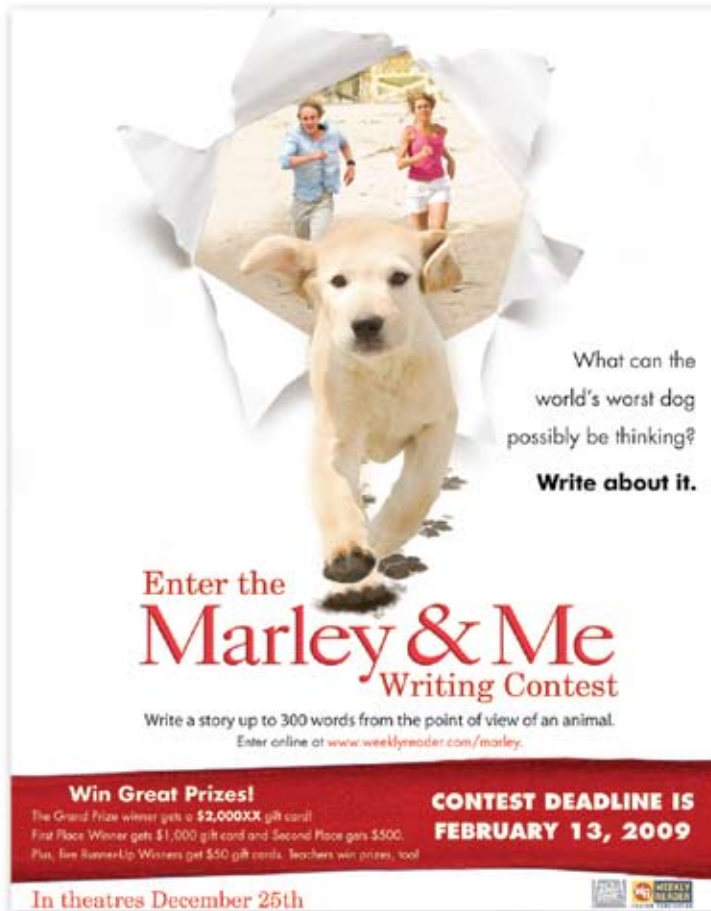


Challenge

To generate traffic to the opening weekend release of *Marley & Me* among junior high school students through an engaging writing contest with prizes for students and teachers



Solution

- Weekly Reader Custom Publishing in conjunction with 20th Century Fox, created the *Marley & Me Creative Writing Contest* based upon the national language arts standards for grades seven through nine
- This original classroom program builds on the appeal of the movie to encourage students to write a 300 word story from an animal's viewpoint
- Grand Prize winner received a \$2,000 Best Buy gift card and a \$500 donation made in his/her name to an animal charity of choice, runner-up prizes include Best Buy gift cards
- Prize structure recognized teachers and students
- WRCP worked with targeted media outlets to promote the and raise awareness of 20th Century Fox's support of education



Enter the Marley & Me Writing Contest

It's Easy to Enter!
Write a story up to 300 words from the point of view of an animal. Then log on to www.weeklyreader.com/marley to enter online.

Win Great Prizes!
All student winners get XX gift cards to buy whatever they want.
Grand Prize: \$3,000 as gift card
First Prize: \$1,000 as gift card
Second Prize: \$500 as gift card
Five Honorable Prizes: \$100 as gift card

Contest deadline is February 13, 2009
In theatres December 25th
Rated TK

Marley & Me
Tell It Like It Is

There are many ways to tell a story or give information. A **news story** gives the facts of an event: who, what, where, and why. The opening of the story, the **lead**, gives the most important information. The rest of the story follows from the most important facts to the least important. A news story should not give the opinion of the writer.

A **feature article** is a story that is more interesting than a news story. It's written about a person, place, or event. It's written to entertain and inform.

A **memoir** is a story written by a person about part of his or her life. Written in the first person, it is different from an autobiography, which tells of a person's entire life up until the time it is written.

Identify each of the writing samples below as one of these three forms. On the lines that follow, re-write the information using a different form of writing.

My dog is the best. I had to buy a new couch every year because he kept chewing through them. And I had to play music loudly when it thundered to calm him down. He doesn't change a thing.

Nothing more relaxing than taking my dog on a nice, leisurely walk downtown. That is, of course, to sit and enjoy a nice lead tea to cool me down. Why is it that so many restaurants and sidewalk cafes are so friendly if they really want my business, they should offer my pooch some water and biscuits, too.

When I was a kid, I used to go to the beach every day. I used to love to go to the beach and play in the sand. I used to love to go to the beach and play in the sand.

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"We are excited to host the Marley & Me Writing Contest," said Elizabeth Gabler, President, Fox 2000 Pictures. "The contest will give children the opportunity to express themselves by showing their literary creativity. I'm looking forward to seeing all of the imaginative and original ideas coming from entrants. Who knows, maybe there is a budding screenwriter out there."

Results

- Classrooms nationwide enjoy the fun of the *Marley & Me* print program with 3,000 programs mailed
- 23,000 contest entries received
- A variety of media sources pick up the contest, notably *The New York Daily News*, *The Washington Post*, *Forbes.com* and *USAToday.com*
- Contest buzz received millions of bonus impressions and generated thousands of contest entries in the opening weeks
- Exposure and results exceeded client expectations

