

Tagmaster/Dard Products Case Study

DP-704 Bookmark Magnilens

The county public library hosted a summer reading club for middle school children in the district. The club read a list of several books over the course of the summer, with weekly discussion groups held in the young adult section. During the final weeks the children were challenged to write an essay on their favorite book from the summer reading list, the winner receiving a \$100 gift certificate to a well known book store. The avid readers worked hard to complete their essays in time for consideration. At the last meeting a twelve year old boy was announced as the winner and presented with the grand prize. The other children were rewarded for their efforts with the DP-704 Bookmark Magnilens with the copy "County Public Library Summer Book Club - Magnifying Reading Success!" Many participants returned the next summer with bookmark in toe.