



CELEBRATE THE FOURTH ANNUAL **STAR WARS READS DAY** October 10, 2015

Be part of the fast-growing international phenomenon that celebrates *Star Wars* and its rich storytelling legacy with imaginative events for fans of all ages!

- ☺ 2,500 events across the galaxy—and growing!

Star Wars Reads Day 2014 events increased 25% over the prior year, with celebrations in stores, libraries, and schools of all sizes. Drive incremental sales by hosting fun activities for *Star Wars* fans who have a passion for reading.

- ☺ *Star Wars* Reads Day has 120,000 Facebook fans, a 50% increase since last year.

- ☺ Downloadable event kit

- ☺ Dedicated *Star Wars* Reads Day landing page on starwars.com/reads and on facebook at facebook.com/StarWarsReads

Star Wars Reads Day will be bigger than ever—and it's perfectly timed for the most eagerly anticipated movie of the year!

STAR
THE FORCE AWAKENS
WARS

Theatrical release: December 18, 2015

READ MORE, YOU MUST!

