



Dear Tundra Tales Coordinators,

The Green Bay Packers Hall of Fame is ready to kick off 2021 the **Eleventh Annual Tundra Tales At-Home Reading Program** for students in 4K through eighth grade. The Tundra Tales Program is meant to develop lifelong reading habits by encouraging children to read at home. Participants will be able to read their way to scoring admission to the Packers Hall of Fame! We realize you are busy, so we tried to develop a program that is Coordinator friendly.

Remember, Tundra Tales is open to anyone: individual classrooms, entire schools, Parent Teacher Organizations, virtual schools, after school programs, homeschools, and even individual families.

The Tundra Tales program runs from *Monday, January 25, 2021 – Sunday, March 28, 2021*. During this time, 4K through fifth grade participants must read or be read to for an average of 60 minutes per week outside of the school day for eight weeks, for a TOTAL of 480 minutes. Sixth through eighth grade participants must read for an average of 90 minutes per week outside of the school day for eight weeks, a TOTAL of 720 minutes. An extra week to achieve the total goal has been included to accommodate school schedules and spring breaks.

Registration Options

Again this year, we are offering two options for Tundra Tales registration in hopes of accommodating Coordinator schedules. Regardless of which program option you choose, Coordinators must register their participants by *Friday, January 15, 2021*.

Due to COVID-19 and the adjustments many schools are making as far as in-person, virtual or hybrid learning, coordinators who need additional flexibility or have questions about how to adapt the program to their unique learning environments can contact education@packers.com.

Bi-Weekly Program

- This version of the program consists of four two-week segments, breaking the entire program into quarters, just like a football game. Every two weeks, Coordinators will be required to submit their participant completion numbers for that quarter. The timeline follows the standard eight weeks. If your spring break falls within the course of the program, we have planned an “overtime” ninth week to accommodate and adjust your schedule.
- Participants who complete the required minutes for each quarter will receive a Packers themed prize. There will be a total of three Packers themed quarterly prizes. For 2021, all prizes will be mailed at the end of the first quarter based on that quarter’s completion numbers. This will hopefully make distribution easier for the remainder of the program. Coordinators are still expected to submit quarterly completions to track progress and in case completion numbers increase and more prizes need to be mailed.
- At the end of the fourth quarter, participants who have met the final reading goal will receive a Packers Hall of Fame voucher, good for one free participant admission and one reduced price adult admission.
- We realize this creates a bit more work for you, but we believe this will ultimately encourage participants to stay excited about reading and complete their required reading minutes. If participants miss the mark for the quarter, this does not disqualify them from the final prize, the Hall of Fame voucher, as long as they complete the total number of required minutes by the end of the program. Prizes will be mailed to Coordinators for distribution.
- Please refer to our [Important Dates Document](#) for a breakdown of the deadlines.

[Click here to register for the
Bi-Weekly Program](#)



Traditional Program

- This version of the program requires the Coordinator to submit their participant completion number only once, and may appeal to Coordinators with a large number of participants. Participants in this option are not eligible for the quarterly incentives, but will qualify for the final prize, the Hall of Fame admission voucher.

[Click here to register for the Traditional Program](#)

Once registered, Coordinators will receive links for the program appropriate materials, including the Reading Log, Scoreboard, and Parent/Guardian Letter that you may copy for your participants. All materials will be available in both English and Spanish. You can also find these forms at the [Tundra Tales website](#), along with suggested reading lists, other helpful tips and tricks, and general information.

If you need to update your registration numbers for any reason, please email education@packers.com rather than submitting a new form.

How do you record your participant's reading?

A parent/guardian or adult is responsible for being the record keeper and will help complete and sign the program appropriate Tundra Tales Reading Log and submit them to you upon completion.

Bi-Weekly Program

- A link to submit your participant's quarterly completion numbers will be emailed and available on our website on Friday at the end of each quarter, and numbers are due by noon the following Tuesday. The final deadline to enter participant completion numbers for Tundra Tales is Monday, April 5, 2021. A list of [important dates](#) is available on our website for reference.

Traditional Program

- A link to submit your participant's final completion numbers will initially be sent via email on Friday, March 19, 2021. The final Tundra Tales Reading Logs should be returned to you by Monday, March 29, 2021. The deadline to enter final participant completion numbers for Tundra Tales is Monday, April 5, 2021.

If you need to update your completion numbers for any reason, please email education@packers.com rather than submitting a new form.

We are very excited about promoting reading through Tundra Tales. As Coach Vince Lombardi stated, "There's only one way to succeed in anything, and that is to give it everything!" We hope you and your students take this opportunity to score by reading, reading, reading!

Sincerely,

A handwritten signature in black ink, appearing to read 'Justine Kaempfer', with a stylized flourish at the end.

Justine Kaempfer
Museum Programs Assistant
Green Bay Packers
education@packers.com