



ETHAN AND CHOCO'S BOOK CLUB PRESENTS  
**BOOK IT! 2019**  
RACING FOR READING FOR HOSPITALIZED KIDS



**A CHARITY RUN AND BOOK DRIVE**

**Sunday, September 8, 2019**  
**Jeffrey Trail Open Space & Middle**  
**School, Irvine CA**

**5K / 10K and 1K Fun Run**

**Electronic Packet of Event Information**





Dear BOOK IT! Participant,

Thank you for joining us at Ethan & Choco's Book Club (ECBC)'s second annual BOOK IT! charity run and book drive. We are deeply committed to our mission of helping kids to thrive through treatment and hospital stays with the help of high-quality literature and reading experiences, and this event provides a significant part of the funds needed to run our programs. We recognize that our participants are carving time out of busy lives (and during an exceptionally busy time of the year), and for that we are deeply grateful. Thank you for being with us, and we hope you enjoy BOOK IT #2!

Sincerely,

Ali Posner, Ph.D.

ECBC Co-Founder and President

Ethan Posner

ECBC Co-Founder & Leukemia Survivor





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### **Schedule of Events**

6:30 AM	Registration / Check-In Opens
7:00 - 10:00 AM	Visit Exhibitor Booths and Handprint Wall! Donate Books! Eat Pancake Breakfast!
7:10 AM	Book Character Costume Contest
7:25 AM	Warm up with Master David Clawson of Pakua
7:40 AM	Ethan's Welcome
7:43 AM	National Anthem (Abigail Tweedt)
7:45 AM	1K Fun Run Starts
8:15 AM	5K and 10K Run Starts
9:00 - 9:30 AM	Once Upon a Storybook Author Storytime
9:45 AM	End Time for Runners and Walkers on Course
9:50 AM	Presentation of Medals to Winning Team, Age Group Winners, and Overall Winners
10:00 AM	Event Ends





## Things to Know

- \* **Venue:** Please note the *change in venue* from last year. BOOK IT! 2019 is at Jeffrey Trail Middle School in Irvine (not Orange Coast College).
- \* **When to Arrive:**
  - Runners and Walkers: Check-in/registration table opens at 6:30am. Arrive by 7:00 so you can visit booths and participate in costume contest and race warm-up
  - Exhibitors, Vendors, and Authors: Arrive 5:30 - 6:00 am. Plan to have your booth set up preferably by 6:30 before traffic of participants, 7:00 am at the latest.
  - Volunteers: Assisteens and other volunteers, please arrive by 6:00 am for a quick volunteer meeting and your volunteer assignments
- \* **What to Bring:**
  - Runners and Walkers: Literary costume, new book to donate if you'd like, sunscreen, and running shoes!
  - Exhibitors, Vendors, and Authors: Table, chairs, canopy + your own supplies
  - Volunteers: Assisteens shirt or ask for a BOOK IT! Shirt
- \* **Book Character Costume Contest:** We are trying to grow BOOK IT! as a literary-themed run that celebrates reading. **Kids and adults are encouraged to dress up (or wear a literary prop).** Be at the start/finish line by 7:10am to participate. Author and costume contest sponsor Alane Adams will judge with Ethan's help — trophies/prizes will be awarded!
- \* **Course Reminders:** The 1K Fun Run is an untimed event that will start prior to the 5K/10 and go in the opposite direction, from the parking lot and around the track. After the costume contest and warm up (which will occur facing the start/finish line), 1K participants will be asked to turn around to start the fun run. 5K/10K timed events will start after the 1K is finished and will go from the parking lot out to Jeffrey Open Space Trail.
- \* **Pancake Breakfast:** Everyone who purchased a pancake breakfast online or who donated to the online book drive will receive a voucher for a free pancake breakfast at the registration/check-in desk on race day. Pancake breakfasts can also be purchased at the event with cash only before or after the run. Thank you to Irvine Kiwanis Club for providing this breakfast and making the pancakes on site!



# BOOK IT! 2019

## RACING FOR READING FOR HOSPITALIZED KIDS

### Things to Know (cont.)

\* **Exhibitors:** There will be a small group of partner exhibitors who are committed to Ethan & Choco's Book Club's mission to bring literacy to hospitalized kids — especially kids at CHOC. Please take the time to visit their booths if you can. Exhibitors include:

- |  |  |
|--|--|
| <ul style="list-style-type: none"><li>● CHOC Children's Hospital</li><li>● Creative Parties for Kids</li><li>● Ethan &amp; Choco's Book Club (#5 on map, Bring new book donations here)</li><li>● Girl Scout Troop #3115</li><li>● KidsREAD! (#14a on map, Bring gently used books here)</li></ul> | <ul style="list-style-type: none"><li>● MaxLove Project</li><li>● Nothing Bundt Cakes</li><li>● Orange County Children's Book Festival</li><li>● Orange County Public Library Foundation</li><li>● PaKua Martial Arts &amp; Yoga</li><li>● Pediatric Cancer Research Foundation</li><li>● The American Academy of Pediatrics</li></ul> |
|--|--|

\* **Scholastic & Authors:** Scholastic, Once Upon a Storybook, and several authors will be at BOOK IT! to sell their books and help celebrate children's books. Purchase books, **donate them at the ECBC booth**, and then receive a voucher for a free pancake breakfast!

- Scholastic: Stop by the Scholastic booth to spin the wheel to select a book to donate. And snap a picture with Clifford the Big Red Dog!
- Authors: Visit the author area to purchase a signed book to keep or to donate, to listen to a story, and for photo opportunities with authors. Authors include Sheri Fink, Mara James, Derek Taylor Kent, Adriene Madden, Jen Olsen, Dan Paley, and Susie Schaeffer.

\* **Activities for Kids:** In addition to visiting the Scholastic and author booths, there are several activities that may appeal to kids. They include:

- Bounce House for kids only please
- Photo Booth with fictional character props
- Handprint Wall to show support for books for hospitalized kids, with child's nomination of a favorite book to be purchased for CHOC patients. **We're want EVERY CHILD at the event to get his/her hand on the wall!**
- Care Cards activity for kids to go in oncology patient book boxes: Visit Girl Scout Troop #3115 booth to participate!

\* **First Aid Station:** There will be a first aid station with a certified EMT in the exhibitor area for the duration of the event.



### **BOOK IT 2019 Parking Plan**

1. There are more than 250 parking spaces at Jeffrey Trail Middle school.  
(combination of existing parking spaces and parking on basketball courts)
2. Parking for this event is limited to Jeffrey Trail Middle School (155 Visions)

**No parking is allowed in the lots south of Jeffrey Trail (the Cypress Community Center or to the North at Trabuco Center.)**

3. Parking spaces at Jeffrey Trails Middle school and on the basketball Courts are reserved for the BOOK IT Run participants.

Please make sure you park in only these two areas. All vehicles should enter from the Visions entrance. Please fill the spaces on the basketball courts first and do not park in spaces reserved for the church that meets at the school later that morning.

4. Once you have parked, head over to the outdoor basketball court area to check-in and get your bib and T-shirt and visit the expo area.
3. At 6:00 am, the Roosevelt entrance to the parking lot will be closed to ensure the safety of participants heading to and from the trail.

Parking monitors in orange vests will direct traffic to the entrance and exits on Visions. The Roosevelt Rd entrance will be reopened when all of the runners have completed their run.

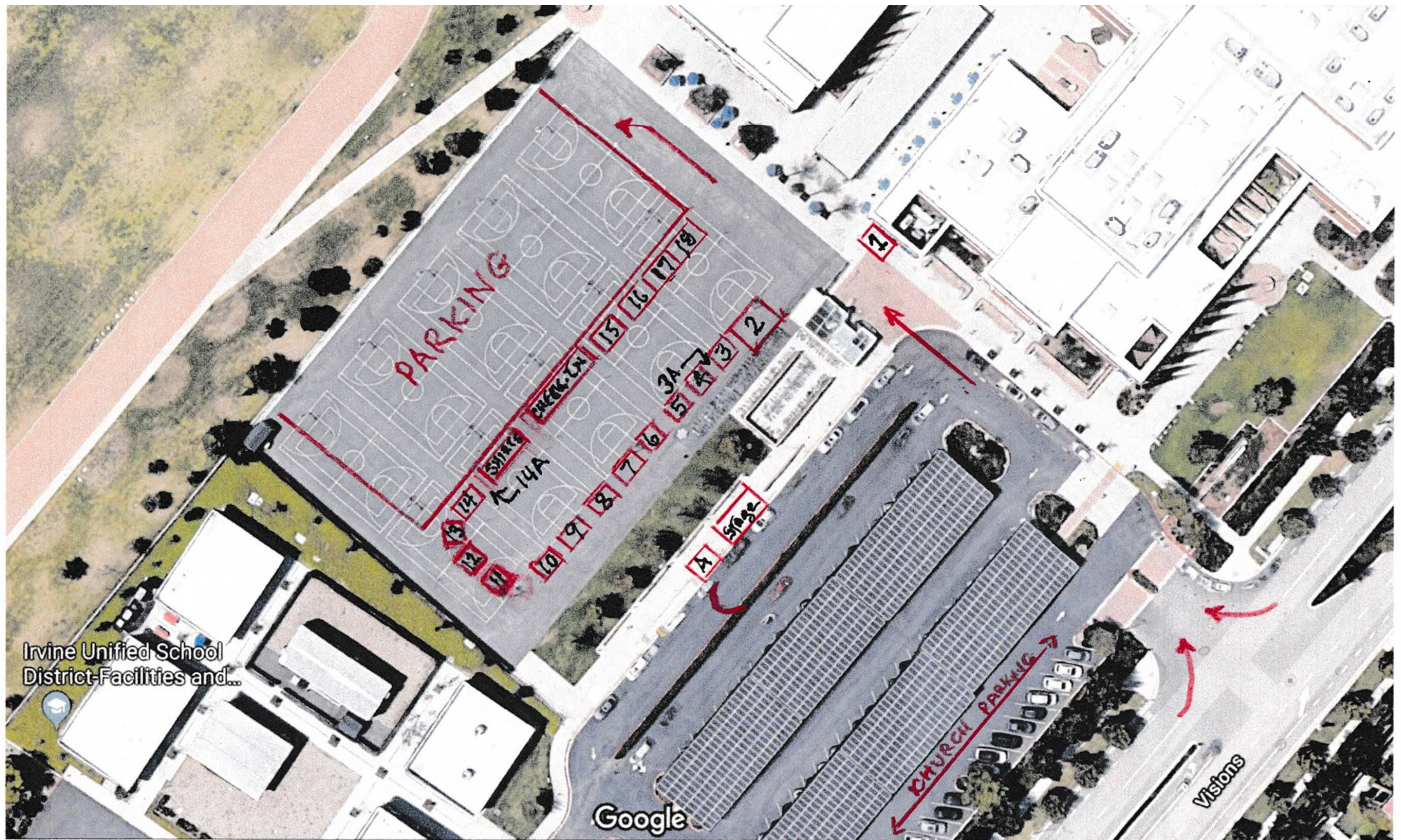




# BOOK IT! 2019

RACING FOR READING FOR HOSPITALIZED KIDS

## Map



1-Pancakes  
2-Bounce House  
3-Photo booth  
3A-Creative Parties

4-Handprint wall  
5-ECBC  
6-Girl Scouts

7-CHOC  
8-MaxLove  
9-Koi CBD

10-OUAS  
11-Scholastic  
12-Sheri & Derek

13-Mara James  
14-OCCBF/KR  
15-AAP

16-PCRF  
17-PaKua  
18-N BC





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## BOOK DRIVE

Do you know that BOOK IT! is not just a run, but it is also ECBC's largest book drive of the year?

Here are 3 ways you can participate in the BOOK IT book drive:

1. Donate to the online book drive at [runsignup.com/runreadthrive](http://runsignup.com/run/readthrive)
2. Buy a book at the run from an author or Scholastic... and drop it in the book drive box
3. Bring a new book to put in the book box on race day

All online and onsite book donors who attend BOOK IT! will receive vouchers (at the check-in table) for a free all-you-can-eat pancake breakfast!



You may also bring gently used books on race day to donate to KidsREAD! — an ongoing book donation program based in Orange County that provides books to children in need.

Last year, the inaugural BOOK IT! Book Drive resulted in 300 new books collected on race day and \$7200 from the online book drive, funding a total of approximately 1000 new books. Please help us beat last year's numbers!



**Remember to have your child stop by the Handprint Wall to request a favorite book to be purchased with raised funds!**

**Thank you for helping kids at CHOC Children's Hospital receive high-quality literature and read-alouds as a regular part of their hospital stay!**



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## **Rise Up Foundation Book character Costume Contest**

**Sunday, September 8th  
Jeffrey Trail Middle School  
7:00 - 7:10 am**

**(immediately before race warm-up with Master Clawson)**

**Help us celebrate children's books by walking  
or running as your favorite book character!**



**1st, 2nd, and 3rd place trophies/prizes will be awarded**



Thank you to our event sponsors and partners, and a huge thank you to KOI CBD for stepping up to be BOOK IT 2019!'s Title Sponsor!



Thank you to Sprouts and Smart & Final for generously donating bananas and oranges for our runners!



## About Ethan & Choco's Book Club



PROVIDING HOSPITALIZED KIDS  
WITH HIGH-QUALITY BOOKS  
AND READ-ALoud EXPERIENCES

Read ♥ Think ♥ Thrive



[ethanandchocosbookclub.com](http://ethanandchocosbookclub.com)



The goal of Ethan & Choco's Book Club (ECBC) is to make access to books and reading part of the everyday care that kids' receive at CHOC Children's Hospital.

### Currently, ECBC is doing the following at CHOC:

1. Offering bedside reading by trained volunteers to patients, via ECBC's "Read-Aloud Wagon" that boasts high-quality literature for all ages.
2. Giving away new books to patients in isolation via ECBC's mobile Gifting Library Cart.
3. Distributing books to patients at monthly parties in the hospital lobby and in CHOC's Outpatient Infusion Center.
4. Gifting a "Read-Think+Thrive Box" (mini-library of 10 new books and crafting supplies) to new cancer diagnoses at CHOC.
5. Hosting BOO-KS for Treats annually on Halloween, where CHOC patients and siblings trick-or-treat for new, high-quality Halloween books.

Ethan's big dream is to someday build a permanent, comprehensive lending library at CHOC; offer a read aloud to every patient every day in the hospital; and also to be able to give a "Read+Think+Thrive Box" to every new cancer diagnosis in the U.S.

### Ethan's Story

*Ethan was diagnosed with High-Risk Acute Lymphoblastic in October 2014 at 7 1/2 years old and finished treatment in February 2018. While being treated at CHOC, Ethan noticed that books and reading were missing from patients' hospital experience, especially the oncology patients on the 5th floor. Along with his mom, he founded ECBC in December 2015 to make sure that hospitalized kids receive the tremendous cognitive and social benefits of reading that help kids to thrive through treatment and beyond.*

