



ENGAGE CHICAGO'S YOUTH

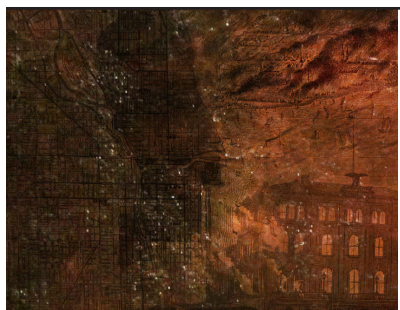
REDMOON'S EDUCATIONAL BOOK FOR THE GREAT CHICAGO FIRE FESTIVAL

To realize our vision of the Great Chicago Fire Festival as a citywide, intergenerational event, Redmoon is working with Chicago Public Schools (CPS) to create an educational activity book that will engage CPS students throughout the city.

In partnership with award winning, educational publisher, AV² by Weigl (New York, NY), Redmoon has worked with a team of curriculum experts, illustrators and writers to create an educational book to engage youth in schools throughout the city. Redmoon will

distribute the book, for free, to 3rd grade students throughout CPS and charter schools in April 2014—putting the book in the hands of over 40,000 children (27,000 CPS students).

Told through the eyes of a young boy on the night of the Great Chicago Fire, the story champions the themes of the Great Chicago Fire Festival—grit and resilience—and inspires our youngest to see everyday examples of strength in their lives and in their community.



- The book can be integrated into classroom instruction, or be a take-home activity for youth
- Drafts have been supported by CPS review committee with representatives from the Dept. of Arts Education, Literacy, and Social Sciences, including the Director of Arts Education
- Book creators have worked with CPS 3rd grade teachers to create text and activities that support grade-level curriculum (History: Great Chicago Fire, Social Sciences: mapmaking)
- Roll-out of the book will include a 2.5 hour professional development workshop open to all CPS 3rd grade teachers
- Redmoon plans to expand the series in the coming years — sponsors of the first year's books will be given right of first refusal to these publications.

Draft illustrations from the
Great Chicago Fire Festival Activity Book