**Invite/challenge other NICUs to join the Babies With Books Read-A-Thon!**

Read-A-Thons are even more fun when participating with people you know, so please invite/challenge other NICUs to join! Consider inviting one or more partner, referral, local, or other NICUs (ex. where you, your staff, or other providers trained) to the Read-A-Thon. Please also share this invite in other groups you are members of like March of Dimes, the Vermont Oxford Network, your hospital system, Facebook groups, parent support groups, family integrated care communities, quality improvement groups, etc. You can use this document as a template and adapt as you see fit! The BWB team will address all logistics with the NICUs you invite. Please be sure to include this link to the Read-A-Thon registration form in your message: <https://forms.gle/SxxTxzYAyArevhEGA>.

**Subject:**

Join [Your hospital/NICU name] in an international NICU reading competition! September 8th-18th 2025 Read-A-Thon

**Body:**

Hello [Your recipient at another hospital],

[Your hospital/NICU name] is participating in an international NICU Read-A-Thon competition this September to support NICU reading and family integrated care.

We encourage you to join!

The BWB Read-A-Thon is a friendly reading competition between NICUs to encourage reading with NICU babies for its many benefits to babies and families. This sixth annual Read-A-Thon (September 8-18, 2025) builds on last September’s event in which 224 NICUs participated and there were a total of 61,054 reading sessions over the 11 day period.

**To register for the Read-A-Thon, please complete this short form and we will contact you with next steps**: <https://forms.gle/SxxTxzYAyArevhEGA>.

There is no cost to join this NICU Read-A-Thon and you can participate even if your hospital cannot provide books to families. All NICU participants will receive free, downloadable, and printable resources to help with your Read-A-Thon implementation including templated family/staff information sheets, reading tracking sheets, bookmarks, and prize suggestions. For more information on the host organization, visit [babieswithbooks.org](http://babieswithbooks.org/).

For any questions or to discuss the Read-A-Thon, please feel free to email [readathon@babieswithbooks.org](mailto:benjamin.olshin@babieswithbooks.org).

Thank you,

[Your name and contact information]