

Bring a StoryWalk to your Community

ABOUT StoryWalk™

A StoryWalk is a series of signs featuring an individual spread or page of a book (often a children's picture book). The signs or pages are spread through an indoor or outdoor space in sequence allowing for a reader to follow the story by walking.

The StoryWalk™ concept was created by Anne Ferguson and developed in cooperation with the Kellogg Hubbard Library and the Vermont Bicycle & Pedestrian Coalition. FMI contact Anne at StoryWalkvt@yahoo.com.



The concept has been developed into more durable and interactive structures in Maine by Let's Go!, WinterKids, Raising Readers, The Portland Public Library, Portland Public Health, Healthy Portland, Portland Recreation, Portland Housing Authority with development management from Curious City and Banacom Signs.

Many StoryWalks produced in Maine are accompanied by activity prompts so readers can participate in the story and increase their physical activity.

Financial support for StoryWalks has come from both literacy and anti-obesity/physical activity motivation grants.

StoryWalks have been used on trails, grounds, playgrounds, and beaches in all seasons.



BORROWING A Portable StoryWalk

These StoryWalks are children's book spreads printed on a weatherproof signage (Coroplast) attached to metal stakes (like political campaign signs).

1) Let's Go! has produced several portable StoryWalks that are available to use anywhere in the state.

Available Titles:

Scoot! by Cathryn Falwell (HarperCollins)
Down to the Sea with Mr. Magee (Chronicle Books)

Physical Activity:

The above titles have additional signs that provide page specific activity prompts.

Reserving:

Contact Yvonne Devlin at DEVLIY1@mainehealth.org or 207.396.8570

Bring a StoryWalk to your Community

Delivery:

You must be able to pick up and drop off at the MaineHealth Learning Resource Center located at 100 Campus Drive, Scarborough, ME 04074.

2) The Portland Public Library in partnership with the City of Portland has produced a portable StoryWalk that is available to use anywhere in the state.

Available Titles:

Nest, Nook, & Cranny by Susan Blackaby & Illustrated by Jamie Hogan (Charlesbridge Publishing)

This StoryWalk is an all-ages series of illustrated poems featuring Maine flora and fauna.

Physical Activity:

This title does not have activity prompts.

Reserving:

Contact Mary Peverada at peverada@portland.lib.me.us or (207) 871-1700 x706.

Delivery:

You must be able to pick up and drop off at the Portland Public Library in Monument Square in Portland, Maine.

CREATING

A Temporary StoryWalk

Anne Ferguson of the Kellogg Hubbard Library in partnership with the Vermont Bicycle & Pedestrian Coalition has created a great system of disassembling physical books, laminating them, and attaching the laminated pages to wooden stakes.

There is a complete description of the process at <http://tinyurl.com/86ah9fl>
The cost of the project is \$100-150.

FMI contact Anne
at StoryWalkvt@yahoo.com.



REPRINTING & BRANDING

An Existing Portable (but Permanent) StoryWalk

These lightweight, moveable StoryWalks are great for communities with multiple partners and sponsors. They can appear at partner locations and at innumerable events spreading literacy and physical activity throughout the community. Once created, they are weatherproof and fade-proof.

Curious City has already designed and produced the book titles below as StoryWalks for New England organizations. If you would like these titles in your community, you can ask Curious City to request permission from the publisher for your project, to place your logos and messaging on the first and last sign, and have the signs printed and shipped. Total cost is approximately \$800.

Contact Kirsten Cappy at Curious City at 207-420-1126 or Kirsten@curiouscity.net.

Bring a StoryWalk to your Community

Available Titles:

Nest, Nook, & Cranny by Susan Blackaby & Illustrated by Jamie Hogan (Charlesbridge Publishing)

The Bugliest Bug by Carol Diggery Shields & Illustrated by Scott Nash (Candlewick Press)

And Here's To You! by David Elliott & Illustrated by Randy Cecil (Candlewick Press)

Pond Babies by Cathryn Falwell (Down East Books)

(Availability of any of the titles above is based on the publisher approving your individual location and project.)

Curious City provides communities with:

Project Management:

You will need someone to manage the project and take care of:

- Title Selection Assistance
- Partner Communication
- Partner Customization (Logos & Messaging)
- Publisher Permissions
- Designer Prep & Communication
- Printer Communication
- Prep take-away messaging

Fee: \$75 per hour

Estimated Cost: \$200

Sign Design:

This designer will take care of:

- Edit two signs with partner messaging and logos
- Transfer files to printer
- Design any take-away messaging

Vendor: Marty Braun

Fee: \$75 per hour

Estimated Total: \$200

Printing on Coroplast:

This process allows a community to have lightweight, durable, moveable signage that stakes into the ground (like a political campaign or real estate sign) to share in different parts of the community.

Vendor: Banacom Sign (South Portland, ME)

Fees:

\$ 3.21 per Heavy Duty Stake

\$24.11 per 22" x 20" Vinyl - Gloss - Adhesive Back Printed on HP 5000/5500 using Hewlett Packard Solvent Inks Mounted on Coroplast - White - 3/16 Thick

\$25.00 Brochure Box

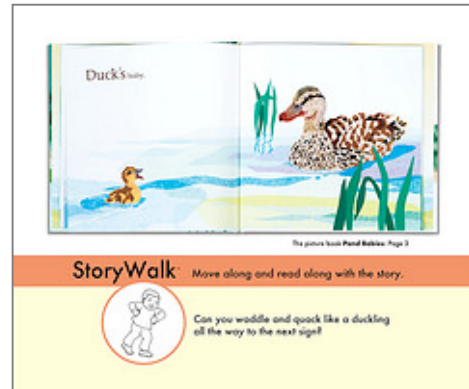
Estimated Total: \$408

VISITING

A StoryWalk

(Stationary and Permanent)

The Portland Public Library, Portland Public Health, Healthy Portland, Portland Recreation, Portland Housing Authority, and other sponsored the creation of year-round permanent signposts with StoryWalks in Portland, Maine's Payson Park and in the Riverton Housing Project with these titles in rotation:



Bring a StoryWalk to your Community

The Bugliest Bug by Carol Diggery Shields & Illustrated by Scott Nash (Candlewick Press)

And Here's To You! by David Elliott & Illustrated by Randy Cecil (Candlewick Press)

Pond Babies by Cathryn Falwell (Down East Books)

FMI contact Mary Peverada at The Portland Public Library at peverada@portland.lib.me.us or (207) 871-1700 x706 or Kirsten Cappy at Curious City at 207-420-1126 or Kirsten@curiouscity.net.

BUILDING

A StoryWalk (Stationary and Permanent)

To build a stationary and permanent StoryWalk in your community like the one in Portland, Maine is a major undertaking. This is an outline of the tasks and costs associated with that project.

PROJECT MANAGEMENT

Vendor: Curious City

Fee: \$75 per hour

Estimated Total: \$625

Tasks:

- Title Selection Assistance
- Partner Communication
- Partner Customization (Logos & Messaging)
- Publisher Permissions
- Activity Design
- Designer Prep & Communication
- Illustrator Communication
- Printer Communication
- Prep take-away messaging



ILLUSTRATION

Vendor: Book's Illustrator

Flat Fee: \$225

Tasks:

- Creation of Action Illustrations
- Transfer of illustrations as high res digital files to Designer

PHOTOGRAPHY

Vendor: Jay York

Fee: \$225

Tasks:

- Photographing of book spreads
- Creation of edited digital files

DESIGN

Vendor: Marty Braun

Fee: \$75 per hour

Estimated Total: \$1200

Tasks:

- Design signage within current template incorporating:
 - photos of book spreads
 - action illustrations and prompts

Bring a StoryWalk to your Community

- partner messaging and logos
- Transfer files to printer
- Design any take-away messaging

PRINTING & MOUNTING PERMANENT STRUCTURES:

Process: This process varies but is used to make a permanent change to a outdoor space by mounting weather-proof signboards on installed posts and frames.

Recommended Vendor for Signage: Welch Signage (Scarborough, ME)

Fees:
\$125 per Weatherproof Signage (Alumalite with safety framing)
Number of Signs: 14-19 (depending on the book selected)

Recommended Vendor for Wood Frames, Posts & Installation: TBD

\$103-200 per Wood Posts, frames, and installation
Number of Frames & Posts: 14-19 (depending on the book selected)

4) Other Potential Budget Considerations

- Funds for landscaping post-installation
- Funds for a public opening of the StoryWalk
- Funds to produce a web page or site to support StoryWalk
- Funds to remove graffiti
- Funds to replace damaged signage

