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Media Contact: Brendan O’Riordan, 585-353-6390, Brendan.O’Riordan@rcsdk12.org

Booktacular Fall Literacy Festival

Who:

RCSD students, families, staff, and community members

What:

Booktacular Fall Literacy Festival

When:

Saturday, November 1, 2025, 10 a.m.

Where:

East High School
1801 East Main Street
Rochester, NY 14609

Details:

The Rochester City School District, in partnership with the Parent Leadership Advisory Council (PLAC), is hosting Booktacular, a fall-themed “books and treats” event designed to promote a culture of literacy across the community. The goal is to spark a passion for reading early in the school year and help students form meaningful connections with books and characters. This event will lay the foundation for literacy growth throughout the year by encouraging independent reading habits.

Families are invited to bring friends together to celebrate literacy, community, and the joy of the season.

Festivities begin at 10 a.m. with performances by the Pride of Rochester Marching Band and slam poetry presentations, followed by activities for all ages, including:

- Read-alouds with guest readers and costumed characters
- Pumpkin patch and face painting
- Campfire stories
- 360 video photo booth
- Book giveaways, tasty fall treats, and community resource tables

On Monday, the District launched its Level Up for Reading literacy campaign, calling on everyone to build a culture of reading that empowers every learner, every day.