



United Way Glenelg

## ***MEDIA RELEASE***

### **ALDI BUILDING A LITERACY RICH COMMUNITY THROUGH DONATION OF BOOKS**

Improving children's literacy in the Glenelg Shire has just become a little easier this week when ALDI Portland donated children's books for the Little Book Box project.

The books were donated as part of a recent pledge to support initiatives that make a tangible contribution to the local community

ALDI said that they are thrilled to build literacy in the Portland area through the donation.

"Books provide a wonderful opportunity for children to learn and grow. If ALDI can be part of championing early reading and give every child a strong start in school then we are investing in the future," said an ALDI Australia spokesperson.

The Little Book Box project is a community-wide and multi-dimensional response to reducing the high rate of local children who are entering formalised education with low literacy skills and low or no exposure to books or reading.

United Way Glenelg Executive Officer, Nicole Angelino said the boxes are filled with FREE children's books and placed in public venues where families congregate all over the Glenelg Shire.

"Families are encouraged to "take a book, read a book and share a book,"

"This is enabling children to read books wherever they go in the community."

Ms Angelino said ALDI's donation is part of a community based solution to building a literacy-rich community.

"A community that values reading needs to be nurtured by having access to books along with families who make the time to read aloud with their little ones," concluded Ms Angelino.

Book counts are completed at each location at regular intervals as part of measuring the success of the program. Early indicators confirm that children are utilising and taking the books home.

If your business would like to host a Little Book Box please contact South West Tafe VCAL on 5521 0465.

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