



MEDIA RELEASE

Capturing little readers of Glenelg

United Way Glenelg (UWG) hopes to capture and celebrate the important role of shared reading in the early years through an exciting social media challenge during the month of August.

The community is invited to post images of their young readers on either facebook or Instagram to illustrate shared reading or independent reading. The snaps will then be used to acknowledge World Literacy Day with an exhibition at Woolworths Portland.

Having just celebrated the incredible milestone of over 15,000 books delivered to children in the Glenelg Shire Executive Officer Nicole Angelino said it was an opportunity for all of the community to get involved.

“Research has shown over and over again that reading to children in the early years is widely recognised as the single most important activity leading to language development.

“52 % of parents often engage their preschool children in literacy activities, 48% don’t. Everybody has a role to play in reading; parents, siblings, grandparents, neighbours, friends; just about everyone!”

“We’re encouraging people to read with children anywhere and anytime and look forward to seeing plenty of great images of children, their families, friends and even pets enjoying books” Ms Angelino concluded.

To be part of this campaign, take a photo of your young reader/s and post on Instagram or share to the United Way Glenelg facebook page. Make sure you tag @unitedwayglenelg and use the hashtags #littlereadersofglenelg #imaginationlibrary #ilovereadng

All photos will go into a draw to win a gift card from Squidlydids (Valued at \$100) or a collection of books from the Dolly Parton Imagination Library.

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Media enquiries to Nicole Angelino on 0410 513 305.