

MEDIA RELEASE

CAPTURING THE LITTLE READERS OF GLENELG

United Way Glenelg 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 little readers on either facebook or Instagram to illustrate shared reading or independent reading. The snaps will be published in the Portland Observer to acknowledge World Literacy Day.

Thanks to Portland Art Centre all photos will go into a draw to win a family pass (2 adults, 2 children under 18) to The Very Hungry Caterpillar Show on Friday 19 October 2018.

United Way Glenelg will celebrate the delivery of over 25,000 books to children living in the Glenelg Shire through the Dolly Parton Imagination Library later this year said United Way Glenelg Executive Officer Nicole Carr.

“We see this as a great opportunity for all of the community to get involved.

“From birth, children's minds are active and inquisitive, and early thinking is insightful and complex. Many of the foundations of sophisticated forms of learning, including those important to academic success, are established in the earliest years of life, said Mrs Carr.

“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 Carr concluded.

To be part of this campaign, take a photo of your little 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

Dolly Parton's Imagination Library is devoted to inspiring a love of reading in the hearts of children everywhere. Each month, enrolled children receive a high-quality, age-appropriate book in the mail, free of charge. Children receive books from birth to age five.

If you're interested in receiving more information about the Dolly Parton Imagination Library please contact Nicole Carr on 0410 513305 mail@unitedwayglenelg.com.au

Photo: Elsie King is sharing reading her book with her best friend “Dora.”

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Media enquiries to Nicole Carr on 0410 513 305 or mail@unitedwayglenelg.com.au