

## ***MEDIA RELEASE***

### **PORTLAND ALUMINIUM VOLUNTEERS READ ACROSS GLENELG TO CELEBRATE CHILDREN'S BOOK WEEK**

To celebrate Children's Book Week, Portland Aluminium is once again sending their leadership team into all Primary Schools across the Glenelg Shire to celebrate the importance of reading aloud, through an initiative called "Read across Glenelg."

Now an annual event, Portland Aluminium employees will read "Otto, the Book Bear" to children in prep to grade one and encourage families to continue reading to their children as their imaginations grow.

What many of us don't realise is that, for a range of reasons – including parents with low literacy, from rural and remote locations, and low income – many children in the Glenelg Shire do not encounter books until their first day of school.

Portland Aluminium Community Relations Advisor Anna Impey said Portland Aluminium recognised the importance of education, opportunity and leadership for the next generation, and the smelter had focused their community contributions across that space for several years now, with some great results.

"Through our partnership with United Way Glenelg we have the ability to bring the Dolly Parton Imagination Library to our youngest generation; promote the importance of literacy, instill a love of reading and help give these children the best possible start to life."

United Way Glenelg Executive Officer, Nicole Carr hoped that the Read across Glenelg initiative would highlight the importance of literacy in today's world.

"For many of these children, making their first connection to books in the school environment is accompanied by frustration and struggle. The research is clear – the foundations for literacy begin well before a child's first day of school" said Mrs Carr.

"However we know that children tend to switch off at a certain age and lose interest in reading".

"We want children to keep on reading and we need parents to know how vital their role is in encouraging this growth!" concluded Mrs Carr.

All the volunteers will read the book "Otto, the Book Bear" written by Kate Cleminson. The book will then be donated to the school's library to be shared over and over again.

For more information on the Dolly Parton Imagination Library including how you can support the program please contact Nicole Carr on 0410 51 3305 or via email [mail@unitedwayglenelg.com.au](mailto:mail@unitedwayglenelg.com.au) or make a donation through [www.givenow.com.au/uwgimaginationlibrary](http://www.givenow.com.au/uwgimaginationlibrary)

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Media enquiries to Nicole Carr on 0410 513 305 or [mail@unitedwayglenelg.com.au](mailto:mail@unitedwayglenelg.com.au)

#### **Media Interview and Photo Opportunity**

**Where:** Portland north Primary School – Sign in at front office.

**When:** 9.30am Wednesday 22 August 2018.

**Who:** Portland Aluminium volunteers, United Way Glenelg, Local Primary School.

**What:** Read across Glenelg.

**Why:** Encourage families to continue reading to their children as their imaginations grow.