

MEDIA RELEASE

Wednesday 14 October 2015

Reading record bid

Portland Aluminium and United Way Glenelg have joined forces to "Shine a Light on Literacy" throughout the Glenelg Shire through the "Read across the Globe" initiative.

The challenge was set by international volunteer organisation Points of Light is to take place on Monday 19 October 2015 and has been incorporated into this year's Month of Service; Alcoa's global signature volunteering initiative.

Read across the Globe is a world-wide program that brings the power of volunteers together to highlight the importance of literacy. The challenge is set to break the current Guinness World Record and reach more than 238,000 children.

Portland Aluminium employees will play an important role in the record breaking attempt by going out to local Childcare Centres, Playgroups, Kindergartens and Primary Schools and read to as many children as possible around the Glenelg Shire.

Portland Aluminium Plant Manager, Peter Chellis said "partnering with United Way Glenelg to bring the Dolly Parton Imagination Library to our youngest generation to promote literacy at such an important age has been a great success and a partnership I am very proud of. I am also very proud that we have employees who are as passionate as myself and are willing to take part in this event and continue to promote the program and the importance of literacy at such a young age."

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

"Our work through the Dolly Parton Imagination Library concentrates on younger children because research is clear that the period from birth to age 5 is a critical stage for brain and language development," said Ms Angelino.

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

"We need to do more to encourage children to keep on reading and being a participant of a record breaking attempt may inspire some children to do so" concluded Ms Angelino.

All the volunteers will read the book "Our Island" written by the children of Gununa on the Mornington Island in collaboration with Alison Lester and Elizabeth Honey. The book will then be donated to the organisations Library to be shared over and over again.

"Our Island" will be included in 2016 Dolly Parton Imagination Library for children born in 2012 and registered with the program.

If you wish to be involved please go to www.unitedwayglenelg.com.au/read-across-the-globe to register your organisation by Wednesday 14 October 2015. All organisations registered will receive a FREE copy of "Our Island".

For more information contact Nicole Angelino on 0410 513 305 or via email mail@unitedwayglenelg.com.au.

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