

## ***MEDIA RELEASE***

Tuesday 4 February 2020

### **CEO'S BRING A MAGIC TO STORYTIME – 2 minute read**

In what could prove to be their toughest career challenge yet, local CEOs have been invited to read to children!

CEOs across Portland's business and community sector will read their favourite childhood book to local children providing a rich and meaningful experience and sparking the childrens' imagination at a time when they are most curious about the world.

Building on the Magic of Storytime from 2019, where invited story readers from the local community would read to the children, United Way Glenelg has reached out to CEOs to read aloud their favourite book!

Nicole Carr, United Way Glenelg Executive Officer, said we should get kids excited about reading, inspire their imaginations and let them have fun with stories.

"The Magic of Storytime builds on the work of the Dolly Parton Imagination Library, encouraging the whole community to get behind early literacy, improving language and literacy skills. It improves outcomes for families, ultimately preparing the child for school, concluded Mrs Carr.

The first CEO to read is Christine Giles, from Portland District Health. On Friday 7 February 2020 at 11.00am Chris will read the book "Ollie and the Wind" by Ronjoy Ghosh.

In March, Portland Aluminium Plant Manager Ron Jorgensen will read the book "The Worm who Knew Karate" by Jill Lever and Terry Denton.

Casey Marlow, Glenelg Libraries Children's and Youth Services Officer, will support Magic of Storytime by reading an additional book and providing a fun activity for the children to complete.

CEO Magic of Storytime will take place on the first Friday of every month (except School holidays) from 11.00am at Glenelg Libraries Bentinck Street, Portland. A partnership with United Way Glenelg, Portland Aluminium and Glenelg Libraries it supports the Dolly Parton Imagination Library.

For more information on the CEOs Magic of Storytime go to United Way Glenelg Facebook events page [www.facebook.com/unitedwayglenelg/events](https://www.facebook.com/unitedwayglenelg/events) or contact Nicole Carr on 0410 513305 or mail@unitedwayglenelg.com.au

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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: Glenelg Libraries, Bentinck Street, Portland

When: Friday 7 February 2020

Time: 11.00am

Who: Christine Gils, CEO Portland District Health

What: CEO's Magic of Storytime