



United Way Glenelg

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MEDIA RELEASE

What is your favourite children's book?

Whether our fondest memories are from reading or being read to, we all have that special children's book that makes us smile just upon seeing the cover.

And there were plenty of smiles and laughter when a camera crew headed out to Portland Aluminium to ask just 30 employees what children's book makes them smile!

To celebrate International Literacy Day and the enduring Dolly Parton Imagination Library partnership between Portland Aluminium and United Way Glenelg, Powerhouse Productions spent the day filming Smelter worker's reactions.

Launching on Tuesday, September 8, a new video will be released each day, for 30 consecutive days on United Way Glenelg's social media platforms Facebook and Instagram, sharing some much-loved classic children's books such as *The very hungry caterpillar* and *Where is the green sheep?*

International Literacy Day 2020 focuses on "Literacy teaching and learning in the COVID-19 crisis and beyond," especially on the role of educators and changing teaching methods. The theme highlights literacy learning in a lifelong learning perspective, and therefore, mainly focusses on youth and adults.

United Way Glenelg Executive Officer Nicole Carr said that when children reach school-age they tend to lose interest in reading.

"The Melbourne Institute of Applied Economic and Social Research has found that positive outcomes of reading more often to children are the same regardless of parental income, education level or cultural background, said Ms Carr.

"It's still very important for parents and children to continue to read together as their children grow older and begin to read on their own."

But it is the children in the Glenelg Shire community who will continue to benefit from the Portland Aluminium and United Way Glenelg partnership, with Portland Aluminium confirming their commitment to the Imagination Library, now in its eighth year.

Dolly Parton's Imagination Library provides an age-appropriate children's book every month to each child enrolled in the program at no cost to their families. The program is available to all children from birth through to age five (children "graduate" on their fifth birthday).

United Way Glenelg brought the Imagination Library program to the Glenelg Shire in 2013. Together with Portland Aluminium, the program has steadily grown to the point where it is has delivered the largest number of books to a community anywhere in Australia.

To date, over 31,000 books have been delivered to more than 850 children throughout the Glenelg Shire community.

Portland Aluminium Plant Manager Ron Jorgensen said the company was proud to be supporting the shire's youngest learners.

"Portland Aluminium is happy to continue our association with the Dolly Parton Imagination Library in the Glenelg Shire, we believe it is one of our most beneficial partnerships," Mr Jorgensen said.

“Today’s young readers will be tomorrow’s leaders so we are pleased to play a part in ensuring local children have access to books, resources and support that will start them on the path to success at school and on into later life,” Mr Jorgensen concluded.

To view the videos go to <https://www.facebook.com/unitedwayglenelg> and <https://www.instagram.com/unitedwayglenelg>

Photo: Tiffany Murray shared her favourite children’s book “Leo the littlest seahorse” with the camera.

To get more books into the hearts and homes of children make a regular donation will deliver a book every month to a child living in the Shire community <https://www.givenow.com.au/uwgimaginationlibrary>

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