



YMCA

We build strong kids,
strong families, strong communities.

Press Release

Brockville and Area YMCA Communiqué October 17, 2011

Read to Every Kid Every Day Program Launch 2011



Pictured here amongst the Pre-School children are acting Mayor David Beatty, Sueling Ching, Carolyn Porter and Lori Johnston, and representatives from the "Read to Every Kid Every Day" program

Giggles and chuckles abound today as the Read to Every Kid Every Day program was launched at the Brockville and Area YMCA. Many contributors and sponsors of the program were in attendance, along with children from the YMCA's Pre-School class. The Read to Every Kid Every Day project promotes the importance of reading to children through a counties-wide collaborative initiative. Agencies involved include our YMCA, Big Brothers/Sisters, Youth and Child Wellness, Family and Child Services of Leeds and Grenville, Youth Justice, Upper Canada School Board, United Way, Early Years Centers, Safe Communities, public libraries, local politicians and physicians. The Child Care Centre at the YMCA is encouraging all families to participate in the program. Both of the onsite class room environments and off site licensed home day care settings will be introducing this year's books into their programs by reading them with the children.

Today launched the third year of the program as acting mayor David Beatty read "Rhyming Dust Bunnies" with all ears and eyes attentively poised in his direction. Each year, ten books are selected by librarians and literacy specialists then they are listed for parents and children to read together. They are then encouraged to vote for their favourite book either online at www.everykid.on.ca, at a local Early Years Centre or Public Library. Copies for lending should be available at your Leeds and Grenville Public Libraries. Voting closes January 20, 2012 and the results will be made known on Literacy Day, January 27 at the new North - Grenville Public Library in downtown Kemptville. Earlier this year, the program received the Minister's Award for Innovation from the Ministry of Culture and Tourism in Toronto. The award is given in recognition of collaborative approaches to encouraging preschool literacy.

Last year, the children of Leeds & Grenville chose "What Color is Your Underwear?" by Sam Lloyd as the winner. Parents, teachers, day care workers and of course grandparents are encouraged to read to children every day. The program has reading incentives such as a prize draw to help you reach the goal of all ten picture books by early 2012.

Brockville and Area YMCA
345 Park Street, Brockville, ON K6V 5Y7 | tel. 613 342-7961 | fax 613 342-8223 | www.brockvilley.com
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