



The
Children's
Reading
Foundation

FOR IMMEDIATE RELEASE

**READ UP: STOP THE SUMMER SLIDESM HELPS CHILDREN AND PARENTS
MAKE READING PART OF THEIR DAILY SUMMER ROUTINES**

Thousands more children and families to be supported
with summer literacy program from Children's Reading Foundation

Kennewick, WA, March 22, 2013: The national Children's Reading Foundation (CRF) launched its newest program today, *Read Up: Stop the Summer SlideSM*. The *Read Up* summer literacy program aims to reverse the "summer slide," a situation where students lose up to three months of reading skills when school is out.

ReadUp features eight free weekly story-times and is for children from birth to age 8 and their parents or caregivers. It is available in English and Spanish. Each 20 minute story includes simple read-aloud tips modeled by trained volunteers. Each week, adults leave with new skills and motivation to encourage reading and children leave with a new book. Research shows that access to books, books in the home, and reading aloud directly lead to gains in pre-literacy and literacy skills.

Dena Lodahl, CRF Outreach Coordinator, says *Read Up* will be implemented by local CRF chapters in 19 high-need communities in Illinois, Kentucky, New Mexico, Oklahoma, Virginia and Washington. She expects *Read Up* to give 120,000 books to children in year one.

"Providing books and encouraging families to read with their children during the summer is a vital service we can provide schools and communities," says CRF president, Nancy Kerr. "We are thrilled to be able to expand our programs in support of parents as their child's first and most influential teacher."

The program is funded by the Regina D. Weiss Literacy Legacy and a two-year, \$2.78 million grant from the U.S. Department of Education through the Innovative Approaches to Literacy Program.

ABOUT THE CHILDREN'S READING FOUNDATION

Founded in 1996, the Children's Reading Foundation's mission is to

- encourage and educate families about their important role in raising a reader,
- support schools in ensuring students read on grade level by the end of the third grade, and
- facilitate community involvement in helping young readers be successful.

Over 20 chapters throughout the United States motivate families and communities to "Read With a Child. It's the Most Important 20 Minutes of Your Day."

READY! for Kindergarten is the CRFs proven school readiness program for parents. *READY!* fosters

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early learning through a series of parent education classes three times a year where parents receive age-appropriate child development targets and toys/tools to keep and use at home in purposefully playing with their child.

Read Up: Stop the Summer SlideSM is the newest program from the CRF for families and aims to reverse the “summer slide,” a situation where students lose up to three months of reading skills when school is out.

The Children’s Reading Foundation is a 501(c)3 nonprofit organization headquartered in Kennewick, Washington. To learn more, please visit www.readingfoundation.org

For more information or to schedule an interview, please contact:

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