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Take 20 and READ Tackles Literacy Challenge
Library Foundation Literacy Program For All Ages Begins March 1st

(St Peters, MO – February 27, 2013) What do you do for 20 minutes each day that impacts your life and our community? The St. Charles City-County Library Foundation will launch its TAKE 20 and READ initiative on Friday, March 1. The goal of the initiative is to elevate awareness of the importance of early literacy and help families build the critical literacy skills for children to succeed in school.

Currently 35 percent of children arrive at kindergarten unprepared to learn. Reading problems are not outgrown which means students who are struggling readers in the early grades will continue to struggle as adults without proper intervention. Reading effectively as an adult directly impacts opportunities in all aspects of life, ranging from education and job preparedness to self-esteem and quality of life.

Can you spare 20? Help the Library Foundation enhance reading skills that will enrich lives, improve literacy and engage our community. Pledge to TAKE 20 and READ and join this free campaign that challenges everyone to read 20 minutes every day. Participants can register online at www.take20andread.org or in a St. Charles City-County library branch and begin reading right away. Convenient online reading logs will track your reading or participants can complete a paper log as well. The website also provides an online, customizable "timer" option to engage children and make their TAKE 20 reading time even more fun. For every 28 days a person logs their 20 minutes of reading, they can submit the reading log either online to foundation@stchlibrary.org or use the paper log and hand it in at any St. Charles City-County Library Branch. A quarterly drawing will be held to win an iPad mini for those who complete their pledge time and submit the reading logs.

"Take 20 and Read is about engaging our community in understanding the importance of literacy. To bring about this awareness we are asking people to show their commitment to improve our community, their family, and themselves by accepting the challenge to read at least 20 minutes a day. We have set a goal of engaging 100,000 people to take the pledge. Although this is an aggressive goal, we know that this is a marathon not a sprint. We will be reaching out to non profits,

(more)



**READY
TO READ**

schools and businesses to support us in our effort to engage our community to improve literacy and enrich lives," said Kristin Williams, Executive Director of the St. Charles City-County Library Foundation.

Take the pledge and join our challenge! Sign up your whole family. Read to your children and grandchildren, read for yourself, read for your community. Share the Take 20 and READ campaign with others. Take 20 and READ...Enriching Lives. Improving Literacy. Engaging Our Community.

Organizations that would be interested in displaying the Take 20 and Read motion video graphic on their website or sharing it with their customers are encouraged to view the video at www.take20andread.org For additional details, visit www.stchlibraryfoundation.org, e-mail kwilliams@stchlibrary.org or call 636-441-2300, extension 1582 or to get your company involved in the TAKE 20 and READ program through employee reading programs, sponsorships or grants.

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