



***Transform a Life. Read Aloud to Your Child.
it Will Make a Difference... to Both of You***

READ IT LOUD! -- AT A GLANCE

Read it LOUD! is the paradigm-shifting collaboration of the Library of Congress and its Center for the Book with the Read It LOUD! Foundation and an extraordinary coalition of public and private sector companies, affinity organizations, literacy and early childhood experts, and caring individuals dedicated to raising awareness about the profound positive impact that reading aloud has on children in their most formative years (0-6).

OUR MISSION:

- To help close the literacy gap by motivating parents to read aloud to their children and...where needed...providing them the books and support to do so.

OUR PURPOSE:

- To raise awareness to the value and benefits of reading aloud.
- To motivate and incentivize parents and caregivers to give their children the precious gift of a brighter future by reading aloud to them.
- To be the catalyst for kids to reach their maximum potential and develop their capabilities to the fullest.
- To address head on what U.S. Secretary of Education Arne Duncan calls the tragedy of "the achievement gap that exists in America before children ever arrive for their first day of kindergarten."

PROVEN VALUE & BENEFITS OF READING ALOUD:

- Increases "language acquisition and literacy development, leading to better achievement in reading comprehension and overall success in school"
- Stimulates the imagination, creativity and curiosity.
- Develops a positive attitude toward reading and learning; a prerequisite for academic success.
- Creates a special bond that lasts a lifetime.

WHY IT MATTERS:

- "The single most important activity for building knowledge required for eventual success in reading is reading aloud to children." Department of Education's Commission on Reading
- It has been proven that literacy – the ability to read, write and communicate clearly – will define a child's future success in school and in life. Literacy development, the process that brings children to reading, begins in the first years of their life. .
- Studies have shown that preschoolers who have frequent read-aloud time with their parents have stronger language skills later in life—including higher reading, spelling and IQ scores.

THE NATIONAL AWARENESS-BUILDING CAMPAIGN:

THE GOAL: Signed promises from at least 5 million of the 18 million parents with children 0 to 6 to read to their children for a minimum of 10 minutes a day.

INCENTIVES FOR SIGNING THE PROMISE:

- Free and discounted books via local libraries, local literacy groups and RIL Partners (e.g. First Book Marketplace, American Reading Company, eBay, Children's Book Council members, Savannah College of Art & Design).
- Guides, teaching tools, reading readiness tests, recommended reading lists and a wide-variety of local, national and online resources and programs to help parents.
- Discount coupons for educational, recreational and entertainment venues..
- Cost-saving opportunities and vouchers from RIL Partners

PARTNERS' REACH:

- **LIBRARY OF CONGRESS** - 2 million visitors per year and millions of hits on its #1 U.S. website
- **CENTER FOR THE BOOK** (Library of Congress) – Affiliate centers in the 50 states, national network of more than 80 reading promotion partners (non-profits), 200 private sector partners. www.read.gov.
- **PUBLIC LIBRARIES** – 50,000 public libraries and 50,000 affiliates.
- **AMERICAN LIBRARY ASSOCIATION** – 65,000 librarians and private/education libraries.
- **CHILDREN'S BOOK COUNCIL/EVERY CHILD A READER** – all major publishers (90), authors and illustrators; ABA's independent booksellers; wholesale distributors and national book chains.
- **FIRST BOOK** - the country's largest database of programs - 25,000 schools and organizations and **FIRST BOOK MARKETPLACE**, the world's largest online bookstore, offering deeply discounted award-winning books to community programs, plus more than 125,000 volunteers.
- **NEMOURS BRIGHTSTART!** (leading pediatric health system) – over 250,000 parents and untold number of healthcare professionals and its two resource and content-rich websites, Nemours.org/BrightStart! and the web's most-visited site for kids health, KidsHealth.org.
- **NATIONAL CATHOLIC EDUCATION ASSOCIATION** - largest private professional education organization in the world, representing 200,000 Catholic educators serving 7.6 million students in Catholic elementary and secondary schools, seminaries and colleges/universities.
- **EBAY, MISSION FISH & PAY PAL** – 225 million customers.
- **BOYS & GIRLS CLUB OF AMERICA** - 4,100 affiliates.
- **AFFINITY GROUPS** - potentially over 50,000 organizations focusing on reading aloud, literacy and early childhood education & development.
- **U.S. POSTAL SERVICE** – 143 million homes, 36,400 branches, 54,000 terminals, 1.1 million website hits per day
- **WWW.READITLOUD.ORG** –gold-standard gateway for early childhood literacy (curated content that is educational, informative, entertaining, engaging and an invaluable resource).
- **RIL DIGITAL NETWORK** (digital platform built & operated by RIL Partner *Marsys*) - bridges www.readitloud.org with Partner and Affinity group websites - potential of billions of impressions.

