



MEDIA INVITATION

The Great Literacy Race is “on the GO again” in Northumberland

~ January 21st, 2010

Northumberland county elementary schools are all set for another great year of literacy racing! The Northumberland Literacy Committee¹ together with corporate sponsor, Cobourg Honda and charitable donors The Cobourg Rotary Club, the Kawartha Pine Ridge District School Board’s Parent Involvement Committee (PIC) and the Peterborough Victoria Northumberland Clarington Catholic District School Board, are launching the second annual **Great Literacy Race** in Northumberland on **Wednesday, January 27, 2010**.

For the next five weeks students in grades K to 6 will do plenty of fun literacy activities with their families. The more they do together, the more kilometers kids travel to win great prizes with their class team. There’s something for everyone, including game playing, drawing, acting, rhyming, reading and writing too. The Great Literacy Race is designed to send the message that learning is fun while supporting those all-important, life-long literacy skills.

Local media is invited to our Great Literacy Race launch media events. Participating teachers, students and parents will be available for comment and refreshments will be served:

St. Michael’s CES, 23 University Avenue West, Cobourg, 9:00am

St. Mary’s CES, Campbellford, 11:00am

Spring Valley PS, 212 County Road 26, Brighton, 1:00pm

“We have over 3200 students representing over 150 teams in both school boards signed-up and ready to read. Our Race format is designed to be even more inclusive this year, so we expect to see a lot of kids getting motivated to read and write for fun,” remarks the Northumberland Literacy Committee Chair, YMCA Early Literacy Consultant, Sasha Korper.

“Literacy is at the foundation of everything we do, whether it’s science, technology, business...almost anything really – you need those skills to be successful in the working world,” says Jim Proskos, owner of Cobourg Honda. “Everyone wins when families get involved. The Literacy Race makes reading fun for kids, and easy for parents to participate too.”

Family Literacy Day promotes the importance of reading and learning together as a family all year round. For more information on Family Literacy Day: http://www.abccanada.org/en/family_literacy/family_literacy_day

The Race continues through to Wednesday, March 3rd 2010. Participants will be celebrated at our **Wrap-Up Party** on **Wednesday March 10th at 6:30pm at Terry Fox P.S., 1065 Riddell Avenue, Cobourg.**

Contact Information:

Sasha Korper, YMCA-OEYC Early Literacy Consultant

skorper@ymcanorthumberland.com • (905) 375-4374

¹ Members include: Alderville Student Services; Cobourg, Port Hope, Trent Hills Libraries; Durham College; Five Counties; HKPR Health Unit; KPRDSB; Learning Disabilities; Northumberland Child Development Centre; PVNCCDSB; READ Centre; Rebound; YMCA Northumberland OEYC; individual county parent representation