



RAISING A READER PUBLIC RELATIONS MESSAGE POINTS

Following are important message points about Raising A Reader that can be used when talking or emailing with media about the value and importance of the program.

- 2019 marks the 20th anniversary of Raising A Reader's program.
- Raising A Reader is a nonprofit organization that helps families develop, practice and maintain literacy habits critical for a child's success in school and in life.
- The research is clear: family engagement directly affects academic achievement, especially among at-risk children.
- Raising A Reader's mission is to engage parents and caregivers in a routine of book sharing with their children from birth through age eight to foster healthy brain development, healthy relationships, a love of reading, and the literacy skills critical for school success.
- The Raising A Reader program is evidence-based, with 39 independent evaluations showing that Raising A Reader significantly improves language and literacy skills, school readiness, family reading behavior and parent-child bonding.
- Research shows a direct and proven relationship between family engagement and the academic growth and development of children, including social competence and relationships, cognitive development, communication skills, literacy development, vocabulary growth, expressive language and comprehension skills.
- Many of a child's literacy habits and abilities are formed before the age of 8. Children who are not reading at grade level by the time they are in the third grade have a significantly lower chance of ever catching up.
- The Raising A Reader program is implemented through the support of more than 300 community partners across the country that include libraries, public school systems, faith-based organizations, community agencies, afterschool programs, migrant programs, subsidized housing programs, teen parent programs and as an employee benefit through corporate programs. The program is currently being offered at more than 3,000 locations across the country.
- Raising A Reader has served more than 1.7 million families since 1999.

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