

December 22, 2008

Support Family Literacy Day and Help Canada Break a World Record

Attention Library Board Chairs/BCLTA Liaisons:

In celebration of Family Literacy Day 2009, ABC CANADA Literacy Foundation and Oxford Learning are encouraging libraries to host public, 30-minute readings on January 23 and/or 24, 2009 to help break the Guinness World Record™ for “Most Children Reading with an Adult, Multiple Locations” (www.abc-canada.org/flworldrecord). The current record of 78,791 was set in the US in 2006. ABC CANADA challenges your library to be part of the Canada-wide attempt to break that record. Prize packs and \$1,000 cash prizes can be won!

To qualify, FLD World Record Attempt readings must happen during the same 24-hour period across Canada. Reading events are just 30 minutes long; and everyone reads the same Robert Munsch stories from the collection Munschworks 2 or the five individual books from that collection.

FLD World Record Attempt events will be happening in libraries, schools, Oxford Learning Centres, YMCAs, literacy centres, shopping centres and homes across Canada. Tallies from all the events will be combined for a record-breaking grand total.

ABC CANADA makes it easy to follow the Guinness World Record™ details, and provides everything libraries need to register, promote, organize and track their events (www.abc-canada.org/en/fld/events). Register your event by January 9, 2009 to be eligible for a prize pack.

For more information, please email fld@abc-canada.org.