

News Release

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Family Literacy Day celebrated with a book-choosing spree

Victoria READ Society's teachers are ecstatic about the chance to celebrate Family Literacy Day on January 27 by choosing titles donated by Orca Book Publishers, Western Canada's premier children's book publisher.

Family Literacy Day is an the ideal time to select and display the books, since both READ and Orca serve the full spectrum of readers and learners and share a commitment to increasing literacy skills in the community.

"When our publisher Andrew Wooldridge and I went looking for an organization to receive the funds raised at a silent auction that we'd planned as part of our 25th anniversary celebrations, it quickly became clear that the READ Society was the logical choice," says Bob Tyrrell, Orca's president and editorial director.

"An important part of our overall publishing program is devoted to books aimed at readers struggling with literacy issues. We now publish books in this area for readers from middle school age to adult. We're delighted to have found a local organization that we can support both financially and through in-kind donations and are looking forward to a long-term relationship with READ."

On Family Literacy Day, READ is encouraging people to visit them at any of their three locations to look at the new books from ORCA, have some food and collect literacy-themed party-favours. "Reading together is a special family adventure, and we are excited to celebrate it by sharing these books with students and their parents or guardians," says Claire Rettie, READ's executive director.

The celebrations will be held between 2:30 and 6:30 p.m. at READ's offices at: 201-2631 Quadra Street; in Colwood at the West Shore Child, Youth and Family Centre , 345 Wale Road; and in Sidney, 302B - 9775 4th Street.

In addition to the book donation, Orca's 25th anniversary celebration and silent auction raised \$1,650, which will go toward READ's Tuition Assistance program, the only program in Greater Victoria which provides tuition support for low income households.

Family Literacy day is a national awareness event held every January 27 by ABC Canada Literacy Foundation and founding sponsor Honda Canada to promote the importance of families learning and reading together.

READ, a non-profit, community-based organization has been working with children, youth and adults to improve their literacy skills since 1976.

READ's professional teachers provide individualized instruction in basic academic skills, including reading, writing and mathematics. More information about READ's work in Family Literacy is also available at www.readsociety.bc.ca/family.htm.

Orca is a publisher of quality, award-winning books for children and teens and reluctant readers of all ages. From beautifully illustrated picture books through captivating juvenile fiction and compelling novels for teen readers to professionally-written teachers' guides, Orca is dedicated to bringing the best possible books to readers. Orca's titles can be viewed at www.orcabook.com.

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