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News Release

Play for Literacy at Family Game-A-Thon

Capital Region residents are invited to come out and play at a Family Game-a-thon to celebrate national Family Literacy Day.

The local event takes place Sunday, Jan. 30 from 1 to 5 p.m. at Ruth King elementary school in Langford, and is hosted by the READ Society, in partnership with Capital Families Association, Your Literacy Connection Westshore and Ruth King school.

Families can come and try new games, show off their skills, enjoy some snacks and get their faces painted. Participants can also join an Uno © tournament, move the pieces in our jumbo Chess© game and play a variety of board, card and dice games. Volunteer teachers will explain the rules and facilitate.

Teachers at the READ Society regularly use games to help students learn and improve their literacy skills. “Playing games is a great way to sneak in learning – and it’s especially good for wiggly children who are in the process of developing their attention spans,” says Tammy Moore, child, youth and volunteer program coordinator.

Research shows that play-based learning offers children a wide variety of opportunities to explore the world around them and receive and process rich sensory stimulation that ultimately promotes healthy brain development, according to ABC Life Literacy Canada.

Family Literacy Day is an annual initiative developed by ABC Life Literacy Canada to encourage parents and children to spend at least 15 minutes daily enjoying a learning activity.

Local businesses, including Jam Tots Baby and More Store and TumbleBums Play Centre and Toy Shop, School House Teaching Supplies, Seeing is Believing and Coles Books are supporting the event through donations of games and door prizes. Thrifty Foods is providing snacks, Share Organics is donating apples, Level Ground Trading Company is donating coffee and Reading Tree is providing free used books. Christina Cheply from Danger By Design is volunteering to paint faces during the event. Island Savings youth team and Penny the Owl are attending as well.

Admission to the event is a suggested donation of \$5 per family, or pay-what-you can.

For more information please contact Claire Rettie, READ’s executive director, at 250-388-7225 or email crettie@readsociety.bc.ca.