

Media Advisory

For immediate release

Clarington Public Library Shortlisted for the TD Summer Reading Club Library Awards

April 12, 2018—Clarington Public Library is thrilled to announce it has been shortlisted for the national TD Summer Reading Club Library Awards 2017.

These awards recognize and reward the most innovative and effective TD Summer Reading Club programs in each official language in local public libraries across Canada. Library and Archives Canada (LAC), along with the Toronto Public Library and TD Bank Group, manage the national TD Summer Reading Club and the awards. Spruce Grove Municipal Library (Alberta) and Callander Public Library (Ontario) have also been named as finalists.

Clarington Public Library has been recognized for the high quality and innovation of its TD Summer Reading Club last summer. It was a record-breaking year for the Library regarding number of children registered and books read.

“We built on and expanded what worked well in previous years, along with trying some new ideas, all of which really contributed to the exceptional results,” says Sarah McConnell, Community Engagement Coordinator and lead for the Library’s TD Summer Reading Club. “Every element was focused on engaging the community and increasing literacy support.”

One of the Library’s changes included a stronger emphasis on literacy-driven programs and targeted visits to low-literacy schools, identified through Evaluating Educational Quality Accountability (EQAO) scores. “The school Board was incredibly supportive,” continues Ms. McConnell. “It was wonderful being able to work with local teachers, helping provide the students the tools they needed to help boost their literacy skills over the summer and their love of reading.”

Other initiatives the Library took to increase program engagement was a specialized TD Summer Reading Club eNewsletter that highlighted upcoming activities and ways families could increase their literacy at home. In addition, large “Read Across Canada” maps were available in each of the Library’s four branches in Bowmanville, Courtice, Newcastle, and Orono that children could contribute to, with every book read representing one kilometre along the Trans-Canada Highway. The maps were incredibly popular with the young TD Summer Reading Club members, and they soon made the trip from St. John’s, NL all the way across to Victoria, BC. Both the Greater Victoria Public Library and the Acting Mayor of Victoria, Geoff Young, posted video messages of encouragement and welcome to Clarington youth participating in the program.

“We are so incredibly proud to be considered for this award,” states Terri Gray, Clarington Public Library Board Chair. “The levels of community support and engagement have been overwhelming. Our staff work extremely hard and are so

enthusiastic, and are already deep in the throes of planning a wonderful program for the summer of 2018! We also want to congratulate our fellow finalists Spruce Grove Municipal Library and Callander Public Library for their own programs.

The TD Summer Reading Club Library Awards will be presented at the end of May 2018 during the Manitoba Library Association Conference, when the placement of the finalists and the honourable mentions will be announced.

More About the TD Summer Reading Club

TD Summer Reading Club is Canada's biggest, bilingual summer reading program for children of all ages, all interests, and all abilities. It celebrates Canadian authors, illustrators and stories. It's designed to inspire kids to explore the fun of reading their way – the key to building a lifelong love of reading. This free program is co-created and delivered by 2,061 public libraries across Canada, with 718,399 participants in more than 38,000 programs.

“Summer brain drain,” or “summer slide,” occurs over the summer months when children are out of school, often making September a stressful time of playing catch up and getting back into the learning mindset. A 2012 report from the CODE Summer Literacy & Numeracy Project noted that children who read over the summer and attend literacy-enriched programs maintain their literacy and numeracy skills, seeing academic gain and increased confidence the following school year. Summer reading clubs hosted by public libraries help to mitigate, even reverse, “summer brain drain.”

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