

Media Advisory

For immediate release

Imagine with the TD Summer Reading Club and your Clarington Public Library!

May 15, 2012—The TD Summer Reading Club is back with a summer filled with fun programs and activities that foster a love of literacy and help build reading skills at your local Clarington Public Library.

Child learning loss over the summer is a concern for parents and teachers. The TD Summer Reading Club not only helps to maintain reading and literacy skills, but also improve them. Research conducted by Goss Gilroy Management Consultants for Library and Archives Canada shows that reading four to five books over the summer helps children maintain their reading skills, and reading six or more assists in improving reading proficiency. On average, children registered in the TD Summer Reading Club read nine books per summer.

To help keep your child engaged with the club, each Clarington Public Library branch will have weekly drop in programs featuring activities and games from July 3rd through August 24th. In addition, some programs will feature special guests to help children *Imagine!* Registering for the TD Summer Reading Club is free, and begins on Monday, June 18th. Every registered “Imagineer” will receive a poster, activity book, and stickers. Children are encouraged to read at least one book per week in order to earn stickers.

The Ride to Read program is also returning this summer. Clarington Public Library, in conjunction with public libraries in the Durham Region, is proud to partner with Durham Region Transit (DRT) to offer the Ride to Read program for a third year. Ride to Read allows children registered in the TD Summer Reading Club to turn their library cards into transit passes and receive free travel on DRT in July and August.

“We’re very pleased that Durham Region Transit is such an active and supportive partner of Clarington Public Library and other Durham Region libraries,” states Gail Rickard, Clarington Public Library Board Chair. “The Summer Reading Club is one of our most popular programs. The children have loads of fun, and the parents are pleased that school skills are being maintained and improved over the summer months. Durham Region Transit’s partnership makes the program more accessible to everyone.”

Let your child’s imagination soar in a fun, inviting environment where they can share and develop a love of reading. Register your child starting Monday, June 18th for the TD Summer Reading Club this summer! Visit any branch of the Clarington Public Library or the library website at www.clarington-library.on.ca/src for more information on *Imagine!*

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