



**We know** that children who are read to hear as many as thirty million more words than children who aren't read to.

**We know** young children who are read to are almost twice as likely to receive top reading scores.

**Research shows** young children with the highest exposure to reading at home have advantages in spelling and alphabet knowledge through third grade.

**Help Us Spread the Message to our community and your employees to Read Early & Often, Every Day, Everything, Everywhere**

- ◆ **Put the “Read early. Read often.” message** on your employees’ pay stubs, place signage in strategic areas such as break- rooms and restrooms.



- ◆ **Share our website** on your website, with your employees, on your outdoor sign or social media sites.

**Share one of our 30-second videos** at a staff meeting or post it on your company’s social media site.



- ◆ <https://www.viddler.com/embed/121632e1>

- ◆ **Allow time for staff** with young children to hear about the importance of reading to their infants & toddlers at a staff meeting or at a specific meeting of your choosing.

- ◆ **Become a “Read early. Read often.” Champion!** A champion is a person and/or a business who gives their time, materials and/or money to support changing the culture of reading in Genesee County.

- ◆ **Urge your employees to read to the babies, toddlers and preschoolers in their lives!**



- ◆ **Plan to attend Read early, Read often community- wide meetings to learn more!** Meetings are being planned and an invitation will be sent to you.



- ◆ **Furnish employees with a book** and *Read Early. Read Often.* bookmark upon the birth of a baby, or better yet during pregnancy.

- ◆ **Be a positive influence** by talking about the importance of reading early and often and encourage any parents you know to read every day, everything and everywhere.

- ◆ **Distribute Read early. Read often. signs.** At community outreach events share *Read early. Read often.* brochures to create community awareness.

**Do you have an idea to share? Tell us how you are supporting families in our community!**

**Questions or Comments:**

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Marketing Materials:

<https://www.readearlygeneseecounty.org/resources.html>