



Local Partnership Encourages Early Literacy

For immediate release

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In partnership with the Grande Prairie Regional Hospital Foundation and the Rotary Club of Grande Prairie, the Grande Prairie Public Library is pleased to announce the launch of the Born to Read program.

Born to Read promotes early literacy to parents of babies born at the Grande Prairie Regional Hospital. Each parent receives a bag containing a carefully selected board book, information about the Grande Prairie Public Library's (GPPL) materials and programs, as well as information about the Grande Prairie Regional Hospital Foundation.

"Babies benefit from hearing their caregivers read aloud right from birth," says Jacob Fehr, Head of Children's & Teen Services at the Grande Prairie Public Library. "They learn from the sounds and cues around them, which helps them develop large vocabulary by the time they enter school." Early literacy endeavors also have other positive impacts on babies. "Reading together creates a strong family bond," says Fehr.

"We encourage families to come to GPPL and get a free membership for not only their children, but themselves as well," says Hailey McCullough, Head of Adult Services at GPPL. "By continuing to share reading at home, parents can foster a lifetime love of reading which will prepare their children for success later in life."

"We want to thank the Rotary Club of Grande Prairie, their generous gift has made this program a possibility," says Dawn Miller, Senior Development Officer at the GPRHF. "We are thrilled to partner with the Rotary Club of Grande Prairie and the Grande Prairie Public Library, the Born to Read program will promote early literacy for all babies born in Grande Prairie's Regional Hospitals."

This year, over 2000 babies born at the Queen Elizabeth II Hospital will be welcomed with a copy of *Boo Hoo Bird* by Vancouver author and illustrator Jeremy Tankard. Other books in the series include *Sleepy Bird* and *Grumpy Bird*. "The bright colours will engage babies and board books are perfect for exploration by little fingers," says Fehr. Additional recommendations for early board books are available at gppl.ca under Programs & Events, Born to Read.

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Photo attached: (left to right): Dawn Veilleux-Miller (Senior Development Officer, GPRHF), Jacob Fehr (Head of Children's & Teen Services, GPPL), Kris Podolski (President, Rotary Club of Grande Prairie), Brittany Lee (Clinical Coordinator-Women's Health), Hailey McCullough (Head of Adult Services, GPPL), Michelle Rempel (Marketing & Communications Manager, GPPL).

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