



Fact Sheet Adopt-a-Reader Campaign

ADOPT-A-READER BUILDS LEADERSHIP SKILLS OF PARENTS BY OFFERING OPPORTUNITIES TO SHARE THEIR KNOWLEDGE.

Adopt-a-Reader is a program by the Mothers Matter Centre, Proud Home of the HIPPY Program in Canada, in partnership with First Book Canada and supported by TD Bank Group.



The Adopt-a-Reader campaign provides an opportunity for HIPPY families to “adopt” other parents in their community for a two-week campaign that focuses on parent-child bonding through reading. The mother-to-mother approach allows the campaign to reach even the most isolated families.



During the campaign, which is usually held each spring, families are encouraged to spend approximately 15 minutes a day reading with their pre-school aged children. Each adopted family is generously provided books from First Book Canada.



Mothers Matter Centre partners with community organizations across Canada that, in addition to delivering the HIPPY program, also bring the Adopt-a-Reader campaign to local families in their area. Find a list of our program delivery partners [here](#).

2019 ADOPT-A-READER CAMPAIGN

- FIFTH ANNUAL ADOPT-A-READER CAMPAIGN TAKES PLACE OVER TWO WEEKS beginning on Family Day, February 18th, and concluding on March 4th.
- MORE THAN 1,800 PARTICIPANTS: 850 refugee, newcomer, and Indigenous families who participate in the HIPPY program all over Canada will reach out to more than 1,000 parents to demonstrate the importance of reading to their children.
- The goal for this two-week period is a total of over 415,000 MINUTES OF PARENTS READING OUT LOUD TO THEIR CHILDREN across the country.
- First Book Canada is providing 3,700 FREE BOOKS for participating families.

WHY DOES CANADA NEED ADOPT-A-READER?

Gaps in children's early learning can emerge by 18 months of age.¹ Luckily, there is a simple way to foster early literacy: reading daily to children from birth. Still, fewer than 70 per cent of Canadian children between three to five years of age are read to on a daily basis.

By age four, children from affluent families have heard an average of 45 million words; middle-class children have heard 26 million words; and children living in poverty have heard only 13 million words. That's a 32-million-word socio-economic gap.²

WHAT PEOPLE SAY

"Developing a love of reading is a key way to ensure children are able to thrive in Canada. The program is unique in the way that it encourages mothers to help other mothers to start reading to their children at an early age."

Debbie Bell, CEO/President Mothers Matter Centre

"One quarter of Canadian households don't have a single book. Nearly 100 per cent of immigrant families come to Canada with no books. For some families, these books are the first high-quality books they have ever owned."

Tom Best, Executive Director of First Book Canada

"The Adopt-a-Reader Campaign is an ideal action to encourage children and parents to go back to books, snuggling and having some quality time together. I think it is a huge step to reduce screen time in the family and get children to love reading."

Mounira Ajenkar, HIPPY Home Visitor from Winnipeg

More information on the Mothers Matter Centre: www.mothersmattercentre.ca

For members of the media: <https://www.mothersmattercentre.ca/media-centre/>

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¹ <https://news.stanford.edu/news/2013/september/toddler-language-gap-091213.html>

² <https://www.aft.org/sites/default/files/periodicals/TheEarlyCatastrophe.pdf>