



Media Release

CELEBRATING FAMILY LITERACY DAY, THE MOTHERS MATTER CENTRE LAUNCHES FOURTH ANNUAL ADOPT-A-READER CAMPAIGN

Vancouver, B.C. – Recognizing Family Literacy Day, the Mothers Matter Centre, Proud Home of the HIPPY Program in Canada, is launching the 2018 Adopt-A-Reader campaign, in partnership with First Book Canada and supported by TD Bank Group. One thousand HIPPY families will reach out to parents outside the HIPPY program and encourage them to read to their children daily between January 27 (Family Literacy Day) and February 19 (Family Day) – with a total goal of over 150,000 minutes of reading.

Through the Adopt-A-Reader program, the Mothers Matter Centre and First Book Canada will encourage 1000 HIPPY parents across the country to adopt and mentor non-HIPPY parents to read to their children for ten minutes each day for fifteen days. This program will build on the leadership skills of HIPPY parents by providing a structured opportunity to share their knowledge about early literacy with other parents. First Book Canada will provide 8,000 free books and TD has provided the essential program funding.

All families participating will each receive three books on Family Literacy Day, January 27th. Each family achieving the Adopt-a-Reader goal by Family Day on February 19 will receive a certificate and one additional book.

“Reading of books to my daughters is one of my favorite role as a daddy, my 17 months old baby is enjoying a lot those books from Adopt a Reader Campaign. It is our bonding moments and bedtime story too. Considered as one of the greatest gifts that I can give.”

Joel Jimenez, Non-HIPPY Dad, Adopt-a-Reader 2017

“When my son and I read the storybooks and do the HIPPY program, curriculum, it’s a study. My son started to learn how to follow, how to ask a question and how to think and how to read a book by himself. I think the most important thing for my son is that he is not afraid to study and read books.”

Julia, HIPPY mom (Vancouver)

"My sons love the books; they ask me to read them again and again. We even build a garage for all these little storybooks and give each car a name. Thank you for such a great opportunity to play and read!"

Rebecca, non-HIPPY parent, Adopt-a-Reader 2015

“It put books into homes with few or no books, and it gave families some new ideas for songs, rhymes and activities to do with their children”

Alana Garcia, HIPPY Program Coordinator in Winnipeg, Manitoba



TD Bank Group

"The advancement of children's literacy across Canada has been a longtime commitment here at TD," said Valérie Picher, Associate Vice-President, Community Relations, TD Bank Group. "Through our support of programs, such as the 'Adopt-A-Reader' campaign, our goal is to enhance access to literature, and encourage adults to inspire a love of reading in their children at home, in school and in public libraries. We're incredibly proud to help bring great books to Canadian families in need across the country in collaboration with First Book Canada."

The HIPPY Program: Home Instruction for Parents of Preschool Youngsters (HIPPY) is an evidence-based program that works with families in the home to support parents – primarily mothers – in their critical role as their child's first and most important teacher. HIPPY strengthens families and communities by empowering mothers to prepare their children for success in school. Each year HIPPY works with over 1,000 families of preschool children in five provinces. For more information visit us at <http://www.mothersmattercentre.ca/>.

First Book Canada

First Book Canada provides new books to children in need addressing one of the most important factors affecting literacy – access to books. By making new, high quality books available on an ongoing basis, First Book Canada is transforming the lives of children and elevating the quality of education in the country. In September of 2016, First Book Canada distributed its 5 millionth, brand new book to a child in Ft McMurray, Alberta, who had lost all her books and possessions in the deadly fire earlier that summer. All funds raised in Canada go to programs serving Canadian children from low-income families. For more information, or to sign up to get books, visit us at www.firstbookcanada.org and follow our latest news on [Twitter](#) and [Facebook](#).

"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

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