

FRONTENAC MALL

1300 Bath Road, Kingston, ON K7M 4X4

FOR IMMEDIATE RELEASE

Frontenac Mall Set to Sing, Read & Draw for Literacy

More than 300,000 Canadians will read, sing and grow together on Family Literacy Day.

Family Literacy Day is an annual initiative developed by ABC CANADA Literacy Foundation and Honda Canada to celebrate parents and children reading and learning together, and to encourage Canadians to spend at least 15 minutes enjoying a learning activity every day. Family Literacy Day is all about brushing up on your literacy skills in fun and different ways! There are several ways to keep your literacy skills sharp – reading, writing, drawing, playing a game, following a recipe, or even singing a song all help prepare children for challenges ahead and sharpen skills for adults. This year's Family Literacy Day theme is *Sing for Literacy*.

On **Saturday, January 30th**, FRONTENAC MALL will be hosting a Family Literacy Day Event in support of The Community Learning Centre – Kingston. There is a vast amount of research that indicates that children who come from a language-rich home have an easier time learning to read and write. Family Literacy programs promote and encourage reading and writing in the home environment. They provide support and instruction for parents to read and work with their children. At this time, no program in Ontario receives ongoing operating funding specifically for Family Literacy. The success of these programs depends on the generosity of donations from the Kingston community.

This FRONTENAC MALL event will include two family fun activities – admission is free with the kind request for donations to benefit Kingston Family Literacy ...

Come and join Kingston's own Juno Award Nominee, children's recording artist, **Mary Lambert** (*back by popular demand*) at **10:00am** for a "**Sing for Literacy**" **Sing-Along**. Mary will perform some of her most popular songs complete with costumes, props, and humour, as the audience participates and sings along. Email Mary at mary@marylambertmusic.com by January 29th to let her know your favourite song from any of her CDs or DVDs.

The *Sing-Along* will be followed by **Art & Author** which includes a story time and drawing session with children's book author and illustrator **Per-Henrik Gürth**, (*born in Germany, but now makes his home in Kingston*). As stories can be inspired by many different things – a painting, a photo or even a drawing, Per will be drawing with the children and encouraging them to tell a brief story about the picture they have just drawn. He will also share his own stories about how his illustrations have inspired his books.

A fun-filled community event to sing, read, draw and support Kingston Family Literacy!

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For event information, please contact:

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