



Every child. Every parent. Every day.

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**MEDIA CONTACT:**  
Bob Robbins  
(231) 409-2665  
[robbins.bob@readaloud.org](mailto:robbins.bob@readaloud.org)

## Read Aloud 15 MINUTES' Campaign asks parents to feed babies' brains as well as bodies

Did you feed your child today? Of course you did. It is a given that parents concern themselves with keeping their children well nourished.

Now, did you feed your baby's *brain* today?

That's a question that **Read Aloud 15 MINUTES** wants parents and caregivers to answer with the same resounding "Yes!"

Throughout the month of October, **Read Aloud 15 MINUTES** and its more than 900 partners nationwide (<http://readaloud.org/nationalpartners.html>) are devoting their messaging to "**Let's Talk: Nourishment**" a series of messages that encourages parents to seize responsibility for nourishing their children's brains as well as their bodies.

"From the moment babies are born, parents devote so much energy to keeping their children well nourished," says **Read Aloud 15 MINUTES** founder, **Dr. Candace Kendle**. "We want parents to make the connection that babies' brains are also in need of food: brain food."



Brain food, Kendle explains, comes in the form of exposure to vocabulary; knowledge-building; and rich interactions with loved ones. What activity checks all of these "nutritional" boxes? Reading aloud. "One of the best activities for nourishing a baby's brain," she says, "is reading aloud together for at least 15 minutes every day from birth."

During the month of October, **Read Aloud 15 MINUTES** and its coalition of partners - from corporations such as UPS and Home Depot, to educational giants such as SUNY and the University of North Carolina, to hundreds of grassroots groups, such as local school districts, libraries, and day care centers in all 50 states - will collaborate to reach a broad audience of parents and caregivers.

"October is very school-focused, and can be the time for parent-teacher conferences," notes **Read Aloud 15 MINUTES** Executive Director, **Bob Robbins**. "Our 'Let's Talk' pulse wants to make it a season for every parent to reflect on their own role as a child's first and most important teacher, and to encourage conversations about the importance of reading aloud among all the people who interact with children - day care providers, caregivers, teachers, grandparents and parents."

To learn more or participate in October's "**Let's Talk: Nourishment**" Campaign, visit [www.readaloud.org](http://www.readaloud.org) and also "[Why a National Campaign?](#)"

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