



Every child. Every parent. Every day.

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Read Aloud 15 MINUTES Every child. Every parent. Every day.

Four national organizations, all leaders in literacy promotion, are uniting behind one simple, powerful message: ***Read Aloud 15 MINUTES Every child. Every parent. Every day.***

Together, the partners will work on a **10-year campaign** to transform 15 minutes a day of reading aloud from a recommendation into a parenting “must.”

The four partners of the 15 MINUTES movement are:

- Reach Out and Read
- The Center for the Book, in the Library of Congress
- United Way
- American Library Association

Though each group has a diverse audience and mission, the partners are united behind the idea that 15 minutes of daily reading aloud from birth to age 8 can change the face of education in this country. The partners will reach out to their unique constituencies including community groups, day care providers and schools, employers, libraries and faith-based organizations. Their goal is to have every American child ready to read when entering kindergarten and continuing to build skills throughout early school years. This is only possible by beginning to read to children at birth.

Why? Because:

- Reading aloud is the single most important thing a parent or caregiver can do to help a child prepare for reading and learning.
- Nationally, 37% of children arrive in kindergarten without the skills necessary to begin their learning journey.
- If a child is not reading at grade level by the end of the first grade, then there is an 88% probability the child will not be reading at grade level by the end of the fourth grade.
- Even in higher-income households, nearly 40% of families do not read aloud every day.
- More than half the children in this country — 13 million children — will not hear a bedtime story tonight.

Together, we can become a nation of readers. ***Read Aloud 15 MINUTES Every child. Every parent. Every day.***

Join the 15 MINUTES movement today by engaging your community.

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