Let’s keep kids reading all summer!

Dear [insert name]

Studies show that kids who keep reading throughout the summer do better when they return to school in the fall.

As you are an influential figure in [community/city/country], we hope you can help us spread the good word about the TD Summer Reading Club.

This free program is co-created and delivered by over 2,000 public libraries across Canada. Developed by Toronto Public Library, in partnership with Library and Archives Canada and generously sponsored by TD Bank Group, the Club celebrates Canadian authors, illustrators and stories, and is designed to inspire kids to explore the fun of reading their way—the key to building a lifelong love of reading.

**Saturday, June 17** is Get Your Summer Read On Day. We’re encouraging kids across the country to visit their participating library to register for the TD Summer Reading Club. Many libraries will have special programs planned throughout the day.

Can you help us spread the word through your social media networks? We’d greatly appreciate your help and have prepared some messages and images to make it easy for you. Sending out your messages the week of June 12 would be ideal—Twitter, Facebook, Instagram, whatever works best for you.

Thank you for helping libraries keep kids reading all summer with the TD Summer Reading Club!

What: Get Your Summer Read On Day

When: Saturday, June 17

Where: At participating libraries across Canada

Why: Kids will get a free booklet and stickers after registering at their local library and can join in awesome activities all summer long.

**Sample social media messages**

Get Your Summer Read On! Sat, June 17 at your library. Register for the TD Summer Club Reading Club. tdsummerreadingclub.ca #tdsrc

Hey kids! Visit your library June 17 for Get Your Summer Read On. Register for the TD Summer Reading Club. tdsummerreadingclub.ca #tdsrc

Parents! Keep kids reading all summer. Visit your library on June 17 & register for the TD Summer Reading Club. tdsummerreadingclub.ca #tdsrc

Images:







