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 word about the TD Summer Reading Club.

This free program is co-created and delivered by over 2,200 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.

Between Saturday, June 15 and Saturday, June 22, 2019, we’re encouraging kids across the country to visit their participating local library to register for the TD Summer Reading Club. Many libraries will have special programs planned for a day during this week.

Can you help us spread the word through your social media networks? We would greatly appreciate your help, and we have prepared some messages and images to make it easy for you. Sending out your messages the week of June 10 would be ideal—Twitter, Facebook, Instagram, whatever works best for you!

Additionally, please consider liking us on Facebook (@TDSRC.CLETD) and following us on Twitter (@TDSRC\_CLETD) and Instagram (@TDSRC\_CLETD).

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

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| What: | Get Your Summer Read On Day |
| When: | Saturday, June 15 to Saturday, June 22, 2019 |
| Where: | At participating local libraries across Canada |
| Why: | Kids will get a free notebook 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! [insert date] at your library. Register for the TD Summer Club Reading Club. tdsummerreadingclub.ca #TDSRC @[TDSRC.CLETD](https://twitter.com/TDSRC_CLETD)

Hey kids! Visit your library on [insert date] for Get Your Summer Read On. Register for the TD Summer Reading Club. tdsummerreadingclub.ca #TDSRC @[TDSRC.CLETD](https://twitter.com/TDSRC_CLETD)

Parents! Keep kids reading all summer. Visit your library on [insert date] & register for the TD Summer Reading Club. tdsummerreadingclub.ca #TDSRC @[TDSRC.CLETD](https://twitter.com/TDSRC_CLETD)

This year’s TD Summer Reading Club is back and better than ever! Sign up for fun games, challenges and great books, all in accessible formats. tdsummerreadingclub.ca #TDSRC @[TDSRC.CLETD](https://twitter.com/TDSRC_CLETD)

We’re excited for this year’s #TDSRC that celebrates reading, fun and kids of all abilities! Sign up and join in the fun! tdsummerreadingclub.ca @[TDSRC.CLETD](https://twitter.com/TDSRC_CLETD)

**Images that can be used in social media posts:**

 











