Let’s Keep Kids Reading All Summer!

Dear [insert name],

This school year has been like no other and the multiple school shutdowns due to the global pandemic have put Canadian children behind in reading.

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

The TD Summer Reading Club is needed now more than ever! As you are an influential figure in [community/city], we hope you can help us get Canadian children excited about reading this summer.

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.

Between Sunday, June 13, and Saturday, June 26, 2021, we’re encouraging kids to sign up online at tdsrc.ca and/or visit their participating local library to register for the TD Summer Reading Club to receive a free notebook and stickers.

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 during the week of June 7 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!

**Sample social media messages**

Get Your Summer Read On! at your library on [insert date] or visit tdsrc.ca to register online for the TD Summer Club Reading Club. #TDSRC

Hey kids! Register online at tdsrc.ca or visit your library on [insert date] for Get Your Summer Read On Day. #TDSRC

Parents! Keep kids reading all summer. Visit your library on [insert date] & register for the TD Summer Reading Club. You can also sign up online at tdsrc.ca #TDSRC

This year’s TD Summer Reading Club is back and better than ever! Sign up for great activities and great books, all in accessible formats. Visit tdsrc.ca or your local library. #TDSRC

We’re excited for this year’s TD Summer Reading Club, which celebrates reading, fun and kids of all abilities! Sign up and join in the fun! Visit tdsrc.ca or your local library. #TDSRC

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







