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WORLD READ ALOUD DAY

“Readers become leaders” – Nelson Mandela

05 March 2014 – World Read Aloud Day, which takes place globally, aims to raise awareness around the 793-million people who cannot read. The campaign aims to mobilise children and adults from around the world and effect change by creating a new generation of leaders, storytellers and academic achievers.

“Literacy is the foundation for emotional and physical wellbeing, intellectual growth and economic security,” Project Manager for Breadline Africa, Jade Orgill said. “We call on all communities to celebrate the right to read and write. By raising our voices together we are showing our children that we support their future.”

For the past four years Breadline Africa has worked with the Nelson Mandela Centre of Memory to place container libraries in each of the nine provinces. To date, the initiative has placed more than 37 container libraries in schools across the country. The partnership, which has reached more than 29 000 learners, forms part of the annual Mandela Day celebrations; its success relies entirely on the support of the general public and corporates.

World Read Aloud Day is about taking action to show the world that the right to read and write belongs to all people. The day aims to motivate children, teens, and adults worldwide to celebrate the power of words, especially those words that are shared from one person to another, creating a community of readers advocating for every child’s right to a safe education and access to books and technology.

“Reading aloud improves listening skills and vocabulary acquisition,” Orgill said. “World Read Aloud Day is an opportunity to celebrate reading, writing and sharing with the entire community. Breadline Africa supports the international day and encourages all schools to get involved and initiate change.”

Opening Imagination • Enabling Futures

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