



News Release: For immediate release

Celebrate Family Literacy Everyday!

Yellowknife (January 24, 2014) – Family Literacy can be as easy as counting socks or matching colours with children while sorting laundry. That’s why this year’s National Family Literacy Day theme is Learning in Everyday Life.

The NWT Literacy Council encourages families to celebrate Family Literacy Day on January 27 by thinking of all the ways that they learn together, everyday!

“Parents and caregivers play an important role in childrens’ learning. Family literacy also helps to keep adult skills sharp,” says Helen Balanoff, the Executive Director of the NWT Literacy Council. “Consciously taking advantage of everyday learning opportunities also contributes to stronger family relationships.”

The NWT Literacy Council has new family literacy coupons and a How to Kit with ideas for families on everyday learning activities. These and other tips and ideas can be found at www.nwtliteracy.ca

“We encourage families to get out and participate in the special family literacy activities happening in most communities,” says Ms. Balanoff. In Yellowknife, the NWT Literacy Council welcomes children aged three to seven accompanied by an adult to the Family Fun Fair on Saturday, January 28 at Northern United Place from 2-4 pm.

For more information about Family Literacy Day in the NWT contact:

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