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Wed, 04/15/2015 - 1:44pm — testaj

## READ ALOUD 15 CAMPAIGN KICKOFF



For Immediate Release: April 14, 2015

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### Read Aloud 15 Campaign Kickoff

Today the Buffalo & Erie County Public Library System along with local officials and students from the Jewish Community Center and Bennett Park Montessori School kicked off "Read Aloud 15", a new campaign which encourages adults to read aloud to a child for 15 minutes every day.

Joining Library System Director Mary Jean Jakubowski and County Executive Mark C. Poloncarz were New York State Senator Timothy Kennedy; Erie County Legislator Barbara Miller Williams; Erie County Legislator Lynne Dixon; Erie County Majority Leader Joseph Lorigo; Erie County Legislator Ted Morton; Buffalo Common Councilmember Michael LoCurto; Buffalo Common Councilmember Demone Smith; Anne Ryan from Read to Succeed; Tara Vogel from Literacy New York; Michelle Kavanaugh from WNY Stem Hub; Karen Rybicki from the Erie County Department of Social Services; Randy Camp from Back to Basics Ministries; Joan Simmons from the Niagara Frontier Movement for the Advocacy of African American Human Rights, Inc.; and Cynn timer Gaasch from Young Audiences Western New York.

Read Aloud is a national initiative which began in 2008 with a goal to make reading aloud every day for at least 15 minutes the new standard in child care. When every child is read to for 15 minutes every day from birth, more children will be ready to learn when they enter kindergarten, more children will have the literacy skills needed to succeed in school, and more children will be prepared for a productive and meaningful life after school.

According to a 2003 Hart and Risley report, some American children will hear 30 million fewer words than their peers before the age of four. Studies have shown the number of words a child knows when entering kindergarten is predictive of future learning success.

Library Director Jakubowski said, "This is easy advice for parents to follow. All you need is a book - free, with a free library card. There is no better way to spend quality time with your child. The benefits are great - your child is likely to learn to read sooner, think better, imagine more richly, discover more quickly and become a passionate and lifelong reader."

Following today's announcement, the local leaders each read a children's book to the Pre-K students and juggler / entertainer Nels Ross of In Jest performed.

Locally, the 37 Buffalo & Erie County Public Libraries and more than two dozen community organization partners are spreading the message with posters, stickers, and social media messaging. For more information visit: <http://tinyurl.com/BufReadAloud>. Local organizations interested in participating should contact the Library at 716-858-7182.

*Local partners include:*

- Erie County
- The City of Buffalo
- The Belle Center
- Bennett Park Montessori School
- Buffalo & Erie County Public Libraries
- Buffalo Public Schools
- Buffalo Public Schools Adult Education Division
- Buffalo Common Council
- Cheektowaga Youth & Recreation Department
- Erie County Department of Social Services
- Erie County Legislature
- Erie County Office for the Disabled
- Erie County Clerk's office –Department of Motor Vehicles
- Fun4KidsBuffalo family website
- Jewish Community Center
- Literacy New York Buffalo Niagara
- Lorraine Elementary BPS #72
- Monkey See, Monkey Do children's book store
- New York State Senator Timothy Kennedy's office
- Niagara Frontier Movement for the Advocacy of African-American Human Rights Project Flight
- Read to Succeed
- Stop the Violence Coalition
- Theatre of Youth Company
- United States Chess Federation of Buffalo
- WBEN Radio
- Western New York STEM Hub
- Western New York Public Broadcasting
- WKSE Radio
- Young Audiences of Western New York

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