

FOR IMMEDIATE RELEASE

**MAYOR OF BOSTON ISSUES PROCLAMATION DECLARING JULY 10TH AS
LITERACY DAY**

**Join the International Literacy Association and Reach Out and Read for the first-ever
Steps to Advance Literacy 5K in support of Literacy Day in Boston**

NEWARK, Del. (July 05, 2016) – Mayor Martin J. Walsh will issue a proclamation designating July 10th as Literacy Day in Boston. Literacy Day recognizes the importance of advancing literacy – which helps create more successful societies, healthy communities and prosperous economies – to every person in the city and beyond.

More than 45 million people in the U.S. are functionally illiterate, and 32 million Americans cannot read at all – including thousands in Boston. Literacy Day is a call to action for leaders across education, government, philanthropy, business and the community, to come together to address this solvable challenge.

The [International Literacy Association](#) (ILA), a global advocacy and membership organization dedicated to advancing literacy for all, will champion Literacy Day on Sunday, July 10, 2016 with its first-ever [Steps to Advance Literacy 5K](#) on the Boston Common. The 5K will benefit ILA's literacy activities and the organization will also donate books to [Reach Out and Read](#), a Boston-based non-profit that incorporates books into pediatric care to encourage families to read aloud together.

"As a city, we recognize that literacy is essential for people of all ages, and that it's the most powerful tool we have for putting children on pathways to success," said Mayor Martin J. Walsh. "I am proud to declare July 10th as Literacy Day in Boston and appreciate the work of the International Literacy Association and Reach Out and Read in helping advance literacy in our city."

"Literacy is a fundamental right of every individual," said Stephen Sye, associate executive director, International Literacy Association. "We hope that Literacy Day in Boston calls attention to the transformative work that the more than 1,300 literacy educators and ILA members in Massachusetts are doing to advance that right for all."

"Reach Out and Read commends Mayor Walsh for committing a day for us all to focus on the importance of literacy as a foundational element of successful lives," said Brian Gallagher, executive director, Reach Out and Read. "The books that ILA donates will help the families we serve, many of whom have no books at home, read aloud together and engage in one the best activities that support the development of their young children."

Members of the Boston community are invited to walk, run, or cheer on July 10th at the Steps to Advance Literacy 5K. Registration begins at 6:30 am and activities kick off at 7:00 am at the Boston Common. Register today at www.stepstoadvanceliteracy5k.com.

ABOUT THE INTERNATIONAL LITERACY ASSOCIATION

The International Literacy Association (ILA) is a global advocacy and membership organization dedicated to advancing literacy for all through its network of more than 300,000 literacy educators, researchers and experts across 75 countries. With 60 years of experience in the field, ILA believes in the transformative power of literacy to create more successful societies, healthy communities and prosperous economies. ILA collaborates with partners across the world to develop, gather and disseminate high-quality resources, best practices and cutting edge research to empower educators, inspire students and inform policymakers. The International Literacy Association publishes several peer-reviewed journals, including *The Reading Teacher*, *Journal of Adolescent & Adult Literacy* and *Reading Research Quarterly*. For more information, visit literacyworldwide.org.

ABOUT REACH OUT AND READ

Reach Out and Read is a nonprofit organization that gives young children a foundation for success by incorporating books into pediatric care and encouraging families to read aloud together.

With unparalleled access to families with young children, Reach Out and Read medical providers give books to children at more than 10 checkups from infancy until they start school. More importantly, they encourage families to read aloud and engage with their infants, toddlers and preschoolers every day.

The effectiveness of the Reach Out and Read model is recognized by the American Academy of Pediatrics in a policy statement that recommends early literacy promotion as an essential component of pediatric care. The program is both cost-effective, and evidence-based: research shows that the program results in more frequent reading at home, accelerated vocabulary and critical brain stimulation. The organization currently serves 4.5 million children, over half of whom are from low-income families. For more information, visit reachoutandread.org.

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