



Reading Is Fundamental
RIF.org

AUGUST E-NEWS

BOOKS, BINDERS AND BACK TO SCHOOL!

Head Back to School with RIF

Get your markers out, your folders open and reading skills ready, it's time to go back to school! Help children transition from summer to school with tools to start the new school year off right. The new RIF Reading Log App allows students to turn the page on paper logs and instead use an easy app to list, track and share books read. Explore the Be Your Best You social-emotional learning book collection to help students transition from carefree summer to structured school days with great stories about coping with changes in routines, feelings and behaviors for students.

Follow the link to learn how children can shine this school year.



National Reading Coalition

RIF will recognize its annual Champions of Children's Literacy Awardees at its first, annual National Reading Coalition on September 27th in Washington, D.C. The Champion of Children's Literacy Award honors advocates who share RIF's mission of creating a more literate America where all children have access to the opportunities reading provides. Past winners include Reading Rainbow host and Star Trek actor LeVar Burton, Representative Ruben Hinojosa, Representative Eddie Bernice Johnson, Senator Roger Wicker and Senator Thad Cochran. In addition to presentation of the award, the National Reading Coalition will convene leaders across various industries and communities to address the relationship between literacy and a strong workforce and how we can collectively work together to ensure every child can read. For information about the event contact us at nationalreadingcoalition@rif.org.



Supporting Children's Literacy is as Easy as A, B, C

Join in our mission to create a more literate America by voting for RIF in State Farm's Neighborhood Assist Program. If RIF secures enough votes we will receive funding to stock the school library at Monarch Academy, a high-need school in Annapolis, MD.

You can vote up to ten times per day at no cost to you by following the link!



Stay Tuned: Macy's Thanks for Sharing is Right Around the Corner!

Reading Is Fundamental is thrilled to be a part of Macy's Thanks for Sharing campaign, a customer rewards program which supports nonprofit organizations across the country. To date, RIF's partnership with Macy's has impacted the lives of more than 12 million children across 860 communities nationwide. Your young learner can benefit from RIF and Macy's partnership through our new Be Your Best You book collection which encourages children to overcome challenges they face at the beginning of a new school year through social emotional-learning focused reading games and activities. You can support nonprofit organizations in your community and nationwide, including RIF, when you sign up for Thanks for Sharing beginning August 29.



Unlock the Power of Reading

The start of the school year reminds us that literacy is the foundation for learning. Every child deserves to have the reading skills to learn and become a productive member of society. Unfortunately, millions of students will begin school this year without the reading skills they need to learn and thrive. Join RIF to help give every child the opportunity to read, learn and grow.



Books on the Beach

Chief Shikellamy Elementary School in Sunbury, PA, sailed into summer reading with their annual Books on the Beach extravaganza. Books on the Beach is a book celebration event where Chief Shikellamy students choose a book and head outside to read on beach towels on the lawn. Coordinator Lisa Mertz began the event several years ago to make sure all students had a book to read before heading home for the summer. She got the idea for Books on the Beach because she wanted students to associate reading with happiness and joy and believes a love of reading isn't something educators always have time to teach. Lisa simply stated that her favorite part of the event is seeing the kids' big smiles as they bury their heads in a good book..

