

Celebrate the Year of Reading - 2026 -


Sixty years ago, Reading Is Fundamental (RIF) set out with a simple but powerful mission: to make sure every child has the opportunity to read and succeed. Today, we celebrate the millions of children we've reached and the millions more to come. Join us in honoring our past and looking ahead to a future where every child can read confidently and dream big.

As an important voice in children's literacy, you're invited to be a part of **The Year of Reading** with RIF!

- Celebrate RIF's 60 years of inspiring reading joy! Use one of the sample messages below OR create your own post to share your best wishes on RIF's milestone.
- Please share your short video or message on social media in January 2026 and tag RIF or send it to jtaylor@RIF.org for RIF to post on our channels.

   @ReadingIsFundamental

 @RIFWEB

 @Reading Is Fundamental

 @rif.readingisfundamental

Add Hashtags: #ReadingIsFundamental, #RIF60, #YearofReading, #RIF

Inspiration #1:

Happy 60th @Reading Is Fundamental! Since 1966, RIF has ignited the #joyofreading by giving children the gift of books to own - and love- forever. I first fell in love with reading when I discovered the book, [fill in book title]. That story sparked a lifelong passion for books that still inspires me today.

Inspiration #2:

Celebrate 2026, the #YearofReading! For 60 years @Reading Is Fundamental has empowered generations of children to discover the #joyofreading. I remember the first person that influenced my reading journey, [fill in person's role, e.g. my mom, my teacher]. I became a lifelong reader from then on, and I am grateful. Today, millions of readers have been inspired by RIF's mission to change lives, one book at a time.

Inspiration #3:

Since 1966, @Reading Is Fundamental has created happy, lifelong readers by sharing #bookjoy and a love of reading that lasts a lifetime! Join me in celebrating the #YearofReading and wishing my friends at #RIF a Happy 60th, honoring six decades of changing lives through the power of books!

A Legacy of Literacy, A Future of Possibility