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Press Release

READ ACROSS JAMAICA FOUNDATION JOINED BY JAMAICA TEACHERS ASSOCIATION (JTA) AND BOOK INDUSTRY ASSOCIATION OF JAMAICA (BIAJ) TO CELEBRATE LITERACY DURING ITS 12TH ANNUAL BUS TOUR - EDUCATION WEEK 2015

Washington, DC, April 21, 2015 – The Read Across Jamaica Foundation, in collaboration with the Jamaica Teachers Association (JTA) will launch its annual Education Week activities, 3-9 May, 2015 where the theme will be “Consolidating the Gains: Collaborating for Growth and Sustainability”. The delegation will include Musical Ambassadors Tasha T and Asante Amen who will lend their talents to highlight the skill of writing and reciting in song that “Education is the Key”. The entire team will focus on schools in St. James, St. Thomas, St. Catherine, St., Kingston and St. Elizabeth to close out their annual Read Across Jamaica Bus Tour.

“Read Across Jamaica,” an initiative created and introduced by Ja’nice Wisdom in 2003 to help promote literacy in Jamaica supports the VISION 2030 Goals set by the Ministry of Education, and seeks to achieve 95 percent literacy at the primary level by facilitating literacy efforts that encourage youth to master basic literacy skills through the act of reading. The growth and success of this program has sprung up in many classrooms across the island with the declaration of Read Across Jamaica Day (celebrated this year on Tuesday, 5 May 2015).

During Education Week, Literacy Ambassadors will be joining local volunteers to involve children in creative & interactive forms of reading. These activities encourage children to enjoy literature and to better understand and appreciate family, diversity and global community needs. “We place a high value on kids reading for fun and having stories that reflect their experience,” said Ja’nice Wisdom, President and Founder of the Read Across Jamaica movement.

Since 2003, the Read Across Jamaica Literacy Project has served over 25,000 students and provided over 50,000 books and supplies to children in Jamaica. This year, Read Across Jamaica Foundation will partner with the Book Industry Association of Jamaica (BIAJ) to include in their distribution 500 brand-new books written by Jamaican authors and feature several of these local authors as “key readers” throughout their journey across Jamaica. Thirty-five authors, six publishers and two booksellers will contribute to this year’s initiative.

To find out more about sponsorship, serving as a local volunteer or Literacy Ambassador, contact: Ja’nice Wisdom (301) 672-4133, (876) 852-3418 or email: jwisdom2u@gmail.com.

Donate books online at www.ReadAcrossJamaica.com and visit our facebook page: ReadAcrossJA.

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The Read Across Jamaica Foundation (RAJ) is a nonprofit organization whose mission is to introduce creative and interactive methods of reading to children and encourage them to enjoy literature as an aid to changing future disparaging lifestyles affected by illiteracy.

***Our MOTTO: Share a book with a child and you have given illiteracy a dose of cure ...
READ * RECITE * ENCOURAGE.***