



## PRESS RELEASE

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### **THE WORLD OF WORDS: A FREE LITERACY TOOL**

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Celia Jaipaul, Family Literacy Coordinator, Ken Kowalchuk, illustrator, and Red Deer Public Library have teamed up to offer a terrific new literacy resource to parents. And best of all, it's free! Jaipaul's experience in managing Family Literacy Projects inspired her to write "The World of Words," and Kowalchuk volunteered his time and design skills to illustrate the book. In January 2004 the Family Literacy Projects was integrated into Red Deer Public Library's core services. The Library was delighted to provide support for the printing so the book can be made available to the public free of charge.

"The World of Words" is designed to help parents become more aware that reading with children is important, and that literacy begins in the home and at birth. It reminds parents that they are a child's first and most important teacher, and that reading together can provide important parent-child bonding opportunities. The book also illustrates the ways literacy involves everyday tasks and activities and how important it is, therefore, to be able to read in order to function and to ensure our own safety.

"The World of Words" offers encouragement and support to all parents, including those who are single, divorced, teenagers, speak English as their second language, or have a low income or education – it also reassures adults that they shouldn't be embarrassed to learn new things. "The World of Words" addresses basic questions in a realistic way, and draws on personal experiences parents can identify with.

"The World of Words" will be widely distributed to literacy programs across Alberta and Canada, Red Deer schools participating in the Summer Reading Buddy and World of Words programs, families served by Healthy Families in the Central Region, and local agencies and community groups serving at-risk families. It is available to anyone interested in literacy, and to those working with adults and children in need of literacy support.

For more information or for additional copies, please contact:  
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