

Media Release  
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## **BABIES LOVE BOOKS LAUNCH – 19,500 BOOKS TO ENCOURAGE PARENTS TO READ TO THEIR CHILDREN**

The Tasmanian Early Years Foundation (TEYF) is using Book Week 2010 to encourage parents to “read to their babies”.

CEO Rebecca Moles said more than 19,500 booklets (*Babies Love Books: A Guide for Grown-ups*) would be distributed throughout the state by TEYF and its partners.

“Research has found reading to children was beneficial in a number of areas,” she said.

“It stimulates brain development for language and literacy, develops a positive attachment to parents and caregivers and develops a positive attitude to reading.

“The latest Kindergarten Development Check in Tasmania showed that while nearly all children achieved the markers for health and wellbeing, 22 per cent did not achieve one or more of the markers for numeracy, literacy and cognition.”

*Babies Love Books: A Guide for Grown-ups* is a booklet commissioned by UK program Bookstart which will be distributed free-of-charge in Tasmania by the Foundation (the Foundation is an affiliate of Bookstart).

Designed to encourage parents to read to their children, the *Babies Love Books* booklet was launched in Tasmania by artist and author Rosemary Mastnak, the author of the *Dancing with Grandma* and *Cooking With Grandma* series.

Ms Moles said one of the aims of this book-giving program was to give children a lifelong love of books.

“We also want to see improved literacy outcomes for children encourage parents and care givers to share and read books and develop a culture of active reading families and nurturing relationships,” she said.

The booklet was launched in Tasmania today (Thursday 26 August) at the Glenorchy Learning and Information Network Centre and will be available statewide through the State Library of Tasmania, the Royal Hobart and Launceston General Hospitals, the North West Area Health Service and CHAPS Centres.

The booklet will also be distributed through Australia Post at Newnham, New Norfolk Upper Burnie, Beaconsfield, Geeveston, Smithton, George Town, Rokeby, Wynyard, Ravenswood, Glenorchy, Ulverstone, Sorell, Devonport, St Helens, Bridgewater, Burnie, Bicheno, Dodges Ferry, Latrobe, Scottsdale, Swansea, Queenstown, Zeehan and Rosebery.

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