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FOR IMMEDIATE RELEASE

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Oregon Children's Literacy Nonprofit Celebrates World Read Aloud Day with Challenge to Oregonians

Portland, Ore. – In celebration of World Read Aloud Day, SMART Reading, a statewide children's literacy nonprofit, has issued a challenge to get 10,000 Oregonians reading with children on Wednesday, Feb. 5.

[World Read Aloud Day](#), initiated by New York-based nonprofit, LitWorld, is an opportunity to celebrate the joy of reading aloud, and advocate for literacy as a fundamental human right that belongs to everyone.

SMART Reading aims to use the platform of World Read Aloud Day to bring awareness to the critical importance of early literacy by challenging Oregonians to take a pledge to read aloud with a child in their life or to help spread the word about the importance of reading. The pledge is available on SMART Reading's website at www.SMARTReading.org/world-read-aloud-day.

"Reading is an early gateway skill that paves the pathway for future success," says Chris Otis, SMART Reading Executive Director. "We urge folks across the state to take the challenge to read with children on World Read Aloud Day and join us in celebrating the power of literacy to open doors to opportunities and choices for kids."

A promotional toolkit for World Read Aloud Day is available here:

<https://drive.google.com/open?id=184u3fCYB9qxW9FDRejvDtvTZk5DRJmHi>

About SMART Reading:

Since 1992, SMART Reading has engaged nearly 140,000 Oregonians to support 222,128 Oregon children with individual reading support and 2.8 million books to keep, ensuring that they can start -- and stay-- on a path of strong literacy skills that leads to lifelong benefits and opportunities. To learn more, visit <https://smartreading.org/world-read-aloud-day/>.

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