



## Media Release

### NEWCOMER AND INDIGENOUS PARENTS SHARE A LOVE FOR READING THROUGH NATIONAL ADOPT-A-READER CAMPAIGN

*Vancouver, BC* – Reading with a parent in one’s early years serves as a foundation for literacy and healthy early childhood development — but books are often a luxury that low-income families cannot afford. It is an astonishing fact that one in four families in Canada do not own a single book. The Adopt-a-Reader Campaign is designed to address this issue.

For its sixth consecutive year, the Mothers Matter Centre is partnering with First Book Canada and community organizations across the country to launch the 2020 Adopt-a-Reader Campaign.

Beginning on Family Day, February 17, 2020, more than 1,800 refugee, newcomer and Indigenous mothers across Canada will each receive two new books and learn to read to their child every day as part of a unique campaign aimed at increasing parent-child reading. The campaign takes place over two weeks, as parents encourage one another to meet their daily 15-minute reading goals. After two weeks of daily reading, Adopt-a-Reader concludes with a Celebration of Reading Event that is hosted by each participating site to give the families a chance to celebrate their accomplishments with one another and receive a third book to read with their child.

This year hundreds of refugee, newcomer, and Indigenous families who participate in the Home Instruction for Parents of Preschool Youngsters (HIPPY) program all over Canada will reach out to more than 1,000 parents to demonstrate the importance of reading to their children. HIPPY parents support the adopted parents by providing them with useful tips for developing early literacy skills and sparking a love of reading together.

The goal for the campaign is a total of over 415,000 minutes of parents reading out loud to their children across the country. First Book Canada is providing over 5,300 free books.

“Having a book at home is a great gift to the families and they can read it anytime during of the year and this is a success itself.”

*Reem Abdulkader, HIPPY Site Coordinator from Winnipeg*

“The looks on the faces of the children when they got to pick a book, how beautiful the books were and of course our celebration were all highlights of the Adopt-a-Reader Campaign.”

*Meade Manson, HIPPY Site Coordinator and Home Visitor, Tsleil-Waututh Nation*

**The Home Instruction for Parents of Preschool Youngsters (HIPPY) program** is an evidence-based program that works with families in the home to support parents – primarily mothers – in their critical role as their child’s first and most important teacher. The HIPPY program strengthens families and communities by empowering mothers to prepare their children for success in school. In 2019, 29 HIPPY sites in six provinces worked with 1,275 families of preschool children. For more information visit us at <http://www.mothersmattercentre.ca/>.

### Participating HIPPY Partner Sites

#### British Columbia

- Immigrant Services Society of BC
- Central Vancouver Island Multicultural Society
- Tsleil-Waututh Child and Family Development Centre
- NiL TU,O Child and Family Services

#### Alberta

- Calgary Immigrant Women’s Association
- Central Alberta Immigrant Women’s Association
- SPEC Association for Families and Children

#### Manitoba

- Mosaic – Newcomer Family

#### Ontario

- Oak Park Neighbourhood Centre
- Working Women Community Centre (Downtown, Jane & Finch, Malvern, Thorncliffe, and HIPPY for Young Mothers)

#### Nova Scotia

- Immigrant Services Association of Nova Scotia

### First Book Canada

First Book Canada is transforming the lives of kids in need by making brand new, high quality books and educational resources available on an ongoing basis. Through a market-driven model, First Book Canada is creating equal access to quality education affordable to its member network of more than 9,000 educators who exclusively serve kids in need. Since 2009, First Book Canada has distributed more than 7 million brand-new books and educational resources to hundreds of thousands of kids across Canada. For more information, visit [firstbookcanda.org](http://firstbookcanda.org) and follow our latest news on [Twitter](#), [Facebook](#), and [LinkedIn](#).

“One quarter of Canadian households don’t have a single book. Nearly 100 per cent of immigrant families come to Canada with no books. For some families, these books are the first high-quality books they have ever owned.”

*Tom Best, Executive Director of First Book Canada*

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