



# JUMPSTART'S READ FOR THE RECORD®

— THURSDAY, OCTOBER 19, 2017 —

Join us on October 19, 2017 to be a part of the world's largest shared reading experience—bringing together over 2 million people each year in classrooms, libraries, community centers, and homes across the U.S. This annual campaign was launched over a decade ago to highlight the importance of building early literacy and language skills for EVERY child, so that all children have the opportunity to enter kindergarten prepared to succeed.

## READ FOR THE RECORD

READ. CONNECT. SUCCEED.

# 1

**Read.** Sign up to #ReadfortheRecord with us on October 19, 2017, to help shine a light on the importance of closing the kindergarten readiness gap by building early literacy and language skills for EVERY child.

# 2

**Connect.** Reading aloud with young children—whether in the classroom, at home, or in the community—builds literacy and language skills and provides positive reading experiences that instill a love of reading.

# 3

**Succeed.** Children with strong literacy and language skills are more likely to succeed in kindergarten, and a love for reading can foster a love of learning that will benefit children for years to come.

## PAST HIGHLIGHTS

### CELEBRITIES

Josh Duhamel • Bridget Moynahan  
• LL Cool J • Martellus Bennett •  
Kyla Drew • Shaun T • Jane Lynch

### CORPORATE PARTNERS

Franklin Templeton • Pearson •  
Issuu Inc. • Random House  
Children's Books • BNY Mellon •  
Candlewick Press



## ABOUT JUMPSTART

**Jumpstart** is an early education nonprofit organization fueled by the core belief that providing high-quality early learning opportunities to all children contributes to breaking the cycle of poverty. We provide language, literacy, and social-emotional programming for preschool children from under-resourced communities by recruiting and training college students and community members to serve in classrooms where the need is highest. Our volunteers help prepare children for kindergarten, and set them on a path for lifelong success.



[readfortherecord.org](http://readfortherecord.org)

#READFORTHERECORD



@jumpstartkids



/jumpstartkids



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