

FOR IMMEDIATE RELEASE

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**LITWORLD UNITES READERS WORLDWIDE
FOR FIRST ANNUAL WORLD READ ALOUD DAY**

Join the Global Literacy Movement on March 3, 2010

(Hastings-on-Hudson, NY – February 24, 2010) LitWorld, a nonprofit organization dedicated to bringing literacy education to the world's most vulnerable communities, invites citizens everywhere to participate in World Read Aloud Day (WRAD) on March 3, 2010. This global event is intended to raise awareness for the importance of literacy for humanity across all countries, foster community, and promote the transformative power of story. WRAD will engage a wide variety of audiences to create a unified event and a worldwide community of readers, thereby sending a clear message to our world's leaders: Words Change Worlds.

“World Read Aloud Day will be a global celebration of the invaluable practice of reading aloud,” said Pam Allyn, founder and executive director of LitWorld. “By raising our voices to express the written word, we come together to create meaning, enhanced understanding and shared experiences for our words and stories. What better way to enlist the world's citizens to become involved in the movement for global literacy?”

Thousands of diverse individuals will be joining in this celebration of the written and spoken word from at least 15 nations around the globe, launching new LitWorld initiatives in such countries as India, Ghana, Australia and Austria. Hundreds of extraordinary organizations including The Millennium Cities Initiative, Youth Action International, The Children's Village, International School of Art, Business and Technology in Ghana, Children of Kibera Foundation, Global Action for Children, FreeBalance, Ericsson's Technology for Good, Hue-Man Bookstore & Café, Public Library of Vienna, Scholastic Inc, and Penguin Publishing's We Give Books are taking action for WRAD. From U.S. Naval carriers bringing thousands of books to Africa for students to read on March 3 to children organizing their own poetry readings at school to adults convening at bookshops to read to each other, World Read Aloud Day has coalesced energy around an attention to the importance of reading for all via a vibrant network of supporters.

To celebrate WRAD, LitWorld is calling upon adults and children around the world to become literacy advocates in their homes, communities and schools. Individuals are asked to spread the word and elicit support and participation from an anticipated one million observers. Ideas for WRAD Read Aloud books and activities, as well as templates for printable certificates, stickers, and bookmarks are available for free download on the LitWorld website. For more information on the many ways in which people are embracing WRAD, from reading with loved ones or writing a special blog post to creating a group video or a community event, visit litworld.org.

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LitWorld's mission is to cultivate literacy leaders worldwide through transformational literacy experiences that build connection, understanding, resilience and strength. We work with teachers, parents, community members, and children to support the development of literacy and the redemptive power of story in the world's most vulnerable communities. Visit litworld.org to find out more about LitWorld's story.