



Thousands of children to discover Lost Worlds at 2,000 libraries across Canada: TD Summer Reading Club

TORONTO (June 12, 2007) – With school nearing an end, thousands of children will soon discover Lost Worlds at libraries across the country as part of the TD Summer Reading Club, an award-winning joint initiative between Library and Archives Canada, Toronto Public Library and TD Bank Financial Group. More than 2,000 libraries in Canada will roll out the “reading carpet” for this year’s prehistoric theme and encourage children to read for fun and adventure during the summer.

A recent study commissioned by Library and Archives Canada shows summer reading programs can help kids maintain and even enhance reading skills they've gained during the school year. Participants in the 2007 TD Summer Reading Club will have great fun exploring this year’s theme: Lost Worlds. Each participant will receive a reading kit containing a colour poster, sticker sheet, and a logbook to keep track of their progress. Many libraries will also be offering reading games, challenges and discussions, as well as book-related crafts, author visits and storytelling sessions.

“More than 350,000 kids participated in the TD Summer Reading Club last year, and we’re expecting even more this year as we unveil our ‘Lost Worlds’ program,” said Frank McKenna, Deputy Chair and Literacy Champion, TD Bank Financial Group. “Our club members are reading an average of eight books during the summer, helping them to both maintain and improve their reading skill level. We believe we’re having a significant impact on literacy in the classroom.”

The TD Summer Reading Club has suggested reading lists for every age group. Myths, legends, adventures and mysteries are highlighted in this year’s Lost Worlds readings lists and suggested websites.

“We want children to be so excited about reading this summer that they are under the covers at bedtime with a flashlight and a book,” said Ken Settingington, Children and Youth Advocate for Library Services, Toronto Public Library. “Reading skills need to be maintained and improved during the summer, and the TD Summer Reading Club is the perfect tool to help children discover the fun of reading while maintaining reading progress made during the school year.”

This year also sees the introduction of the TD Summer Reading Club Library Awards. Libraries that host the TD Summer Reading Club can be rewarded for their creative outreach strategies and programs. Two libraries will be selected from English and French Canada respectively, with a cash award of \$5,000 for first place and \$2,000 for second place.

“Summer reading clubs are a tremendous way to keep kids interested in reading and to help them maintain and even improve their reading skills and confidence,” said Ian Wilson, Librarian & Archivist, Library and Archives Canada. “The positive impact of the TD Summer Reading Club will be obvious when summer ends and school resumes, and we strongly encourage parents and children to get involved.”

Since its launch 12 years ago, the TD Summer Reading Club has earned the Canadian Urban Institute Award and the Angus Mowat Award of Excellence for its outstanding success in bringing young people and the world of books closer together. This year's program, available in English and French, is being offered by libraries in Newfoundland, PEI, Nova Scotia, Québec, Ontario, Manitoba, Saskatchewan, Alberta, Nunavut, Northwest Territories and the Yukon. For more information on summer reading programs and the TD Summer Reading Club, visit www.td-club-td.ca.

TD Community Giving: Making a Difference Together

Children's health, literacy and education, and the environment are the three primary areas of focus for TD's community giving. The major flagship programs within these areas are: TD Children's Hospital Fund, TD Friends of the Environment Foundation and the TD Great Canadian Shoreline Cleanup, TD Canadian Children's Book Week, TD Canada Trust Scholarships for Community Leadership, and the TD Summer Reading Club. In addition, through the support of our customers and employees, TD is involved with a host of national, regional and local programs in support of diversity, arts and culture and other causes. In 2006, TD donated \$33 million to more than 1,600 charities and not-for-profit organizations across Canada.

About Library and Archives Canada

Library and Archives Canada is one of Canada's newest and most innovative national institutions, dedicated to providing Canadians with a single window into the richness of its documentary heritage. As part of this national role, LAC supports, develops and works together with Canada's library and archival community, fostering a love of learning and delivering programs and services that meet the needs of all Canadians.

About Toronto Public Library

Toronto Public Library (TPL) is proud to be the creative force behind the TD Summer Reading Club. As the busiest public library system in North America, every week over 300,000 people visit its 99 branches and borrow more than half a million items. TPL has a distinguished history of providing excellence in children's library services.

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