



2. Welcome Letter from Library and Archives Canada

This summer, children will discover *Lost Worlds* in the many public libraries that will present the TD Summer Reading Club 2007. This program, offered in eleven provinces and territories, is a joint initiative between TD Bank Financial Group, Library and Archives Canada (LAC) and the Toronto Public Library.

Statistics collected in 2006 indicate that over 238,000 children registered for the program. In addition, many more participated in the 19,000 library programs and activities that were part of the *Quest for Heroes* theme. The most common testimonial from parents and teachers about the program was that children improved their reading habits. In fact, they read some two million books! Who says that children ignore libraries in the summer?

I would like to acknowledge the tremendous efforts of the 2,000 local libraries who contribute to literacy by delivering the TD Summer Reading Club. It is recognized that children who read during the summer are better prepared for school in the fall. According to a literature review prepared for LAC on the impact of summer reading clubs, these public library programs help increase reading skills, enjoyment of reading and time spent reading. For more information about the review, consult <http://www.td-club-td.ca/2006/009003-06-540-e.html>.

Some of the observations mentioned in the literature review indicate that successful programs include articulated goals and objectives; a flexible program design; small incentives for participants; a marketing strategy; and evaluation methods. These are all elements that we refine each year thanks to your feedback. This year, the *Staff Manual* includes a new section on strategies for libraries to improve outreach to children and accessibility to the program.

The reading kit illustrated by Joe Weissmann and the *Staff Manual* with its fascinating projects for children offers something for everyone. I hope that this year even more Canadian children will benefit from this fun, yet educational summer reading initiative.

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