

# PROMOTING LITERACY IN VERMILION



## 2017 TD Summer Reading Program Goals

With the support of Vermilion TD and a local donor, the Library planned an ambitious goal of attracting 75 readers to sign up for our program. The program challenged our young readers to track the amount of time spent reading through an online service that provided prizes for every 2 hours logged. The library's overall goal was to encourage youth to discover the joy of reading this summer.

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## Community Partnerships

A major component of the Summer Reading Program was to motivate kids to read through rewards. The library partnered with TD Bank in Vermilion and a local donor to make this program a success. With a \$500 donation from TD Bank the library purchased 125 prizes for our young readers like lego sets, sidewalk chalk and fidget spinners. Our local donor provided an additional reading incentive with a \$100 cash prize that was split between the top 3 readers this summer.



# PROGRAM OUTCOMES



141 new children's books were bought to respond to demand



Program participants logged 38,300 total minutes of reading



A total of 174 prizes were awarded to program participants

## TD Summer Reading Program Highlights

The sign up goal exceeded expectations with 96 total registrants for the program. Providing prizes for minutes read also proved to be a great success with nearly all prizes claimed in the first 5 weeks. Library staff observed children making a routine of coming to the library to participate in program activities like those pictured here. 2,864 children's books were borrowed in the summer months. This strong showing is a 10% increase in borrowing numbers from the previous year.

In addition to the reading log portion of the program, the library also hosted weekly storytime sessions with readings done by Marlene Beattie (TD Bank), Danielle Eriksen (Library Trustee) and Kaylan Zorn (Friends of VPL Trustee).

This year's top readers were Arenas Abuzukar, Helen Burgess and Miriam Hoekstra. Congratulations are due to Arenas who read an astounding 3,390 minutes this summer to win the \$50 grand prize as the top reader.

