



How To Excite And Engage Young Readers

(NAPSA)—Helping youngsters learn to love reading may be easier—and more important—than many parents realize. It's important because studies show that reading proficiently by the end of third grade is a significant milestone on the path to high school graduation. Additionally, literacy impacts all subjects including science and math. Having the ability to read is vital to a child's academic success.

For this reason, many educators, nonprofit organizations and corporations are working together to support education. By doing so, they are raising awareness to help drive demand for better schools and make us all better consumers of education. Target, for example, is on track to reach \$1 billion in giving to education, with a focus on reading, by the end of 2015. With that said, no one organization, school or business can get more children on the path to high school graduation alone. According to the Department of Education, children should be read to or with for at least 30 minutes a day.

Here are some hints that can help parents ignite a love of reading at home:

- **Make reading together** a part of your daily routine.
- **Create a reading nook in your home where your family can read together.** Let your children be a part of selecting the cozy area and helping to decorate it.
- **Have your child build up his or her own collection of books.** They don't all have to be new books. Perhaps you've saved a



To help foster a love of reading in children, make sure they see it's something you like to do.

few favorites from your childhood to share.

- **Take a field trip to help make books come alive.** Take your kids to a historic site, and bring home a book so they can learn more about it.

- **Subscribe to a children's magazine.** Read it with your child.

- **Start a Kids' Book Club.** Pick a book and invite some of your child's friends over for a reading party.

- **Watch for free story hours** at the library, community center and stores.

- **Use technology.** There are plenty of interactive books and apps for mobile phones, tablets, computers and reading devices that can help to engage your child in reading. Interactive books add video and games to the story, making the tale come to life for children.

More Information

You can learn more at www.target.com/hereforgood.