

Pointers For Parents

Driving Teens To Discover The World Through Reading

(NAPSA)—According to the National Assessment for Educational Progress (NAEP), teen reading scores have made no significant statistical gains since the 1970s.

Fortunately, there are ways parents can encourage teens to turn a page or two.

One way is to make use of a new program designed to ignite interest in reading among American teens.

The Drive to Read @ your library™ program, sponsored by Hershey's Milk and the American Library Association, was recently launched at the Indianapolis Motor Speedway to help drive teens to their nearest library.

By reading books and writing an essay for this program, teens can win a trip. To enter, teens between the ages of 12 to 18 must go to their public or school library and choose a book from the 2001 *Best Books for Young Adults* list.

The list, which ranges from Harry Houdini to Holden Caulfield, was developed by the Young Adult Library Services Association, a division of the American Library Association. Contest entrants must describe in an essay (1,000 words or less) why they would recommend the book to a friend and how they feel it is relevant and meaningful to their peers.

One teen will win a trip with a parent or guardian and the sponsoring librarian and guest to The



A new contest encourages teens to read and discover the resources found in libraries.

Homestead Miami Speedway on Nov. 11, 2001 to meet NASCAR star Ward Burton and attend the day's race.

It is hoped that the contest will send many teens racing to the nearest library.

"Libraries play a vital role in the educational development of our communities and schools," says John W. Berry, president of the American Library Association. "*The Drive to Read @ your library* program will help to increase the awareness among teens of the valuable opportunities reading and libraries have to offer—from great books and technology classes to the ultimate search engine, a librarian."

The program is part of The Campaign for America's Libraries, a five-year public awareness initiative to speak loudly and clearly about the value of libraries and librarians in the 21st century.

For more information, visit www.atyourlibrary.org. For contest rules and guidelines, visit www.hersheysmilk.com.