



Information sheet 3  
**PROMOTING READING,  
IT'S EVERYBODY'S BUSINESS**

# YOU TOO CAN CREATE READERS

While learning to read is clearly a key mission at school, the family and community also play major roles in sparking a love of reading, both during childhood and at all stages of life.

So people from every part of society can contribute in various ways, using the means available to them, to promote reading among youth of all ages.

A coach puts a box of books about hockey at the arena for his players.



A teacher puts up a list of their favourite books on the classroom wall.



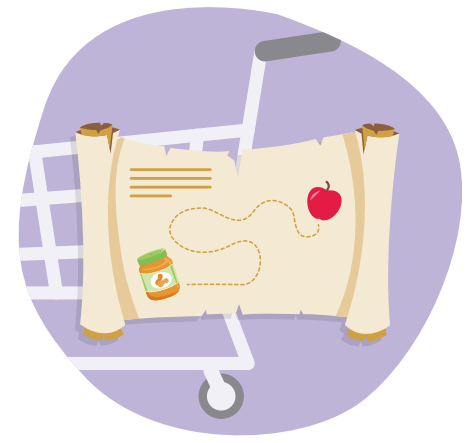
A local organization sponsors a book-sharing box in a prominent location at a park entrance.



A shopping centre puts up reading tents for children of all ages near the food court.



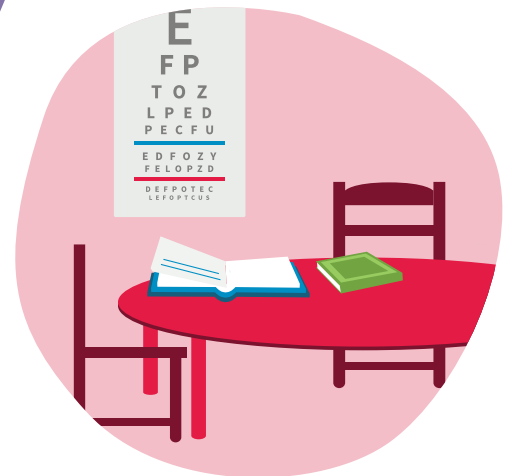
A grocery store gives children a brochure with instructions for a treasure hunt in the aisles.



A library teams up with a public market to publicize its new arrivals between the vegetable stand and the spice store.



An optometrist sets up a reading corner in their waiting room, with various types of books, magazines, and coloring books.



A video blogger shares the latest books they have read with subscribers.

A summer camp monitor comes up with fun activities inspired by books.



A father browses a book with his child at home.

**Every activity**  
suggested by different  
parts of society  
**adds up,**  
helping to develop  
literacy among young  
people and  
**create readers.**

**Etc.!**

**For more information about reading and persevering at school,  
SEE OUR KEY TOPIC WEBPAGE:**

(French only)

[www.reseautreussitemontreal.ca/dossiers-thematiques/lecture-et-perseverance-scolaire/](http://www.reseautreussitemontreal.ca/dossiers-thematiques/lecture-et-perseverance-scolaire/)