

the reading agency

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UK libraries partner with Disney on family reading campaign

Public libraries have joined forces with Disney and its 5 Minutes More family reading campaign to promote the life-changing magic of stories and reading. During September they will both be inviting parents and carers to take part in the 5 Minutes More Challenge, by spending an extra five minutes a day reading or telling stories with their family.

This partnership has been created by The Reading Agency, the independent charity working to inspire more people to read more.

“Lots of people have an outdated image of libraries. Working with Disney is a fantastic way to spread the news that libraries can make a real difference to a child’s love of reading, and chances in life,” says Miranda McKearney, director of The Reading Agency.

5 Minutes More in libraries and Disney Stores

Two thousand public libraries in 102 library authorities across the UK are running the 5 Minutes More Challenge by incorporating it into existing library-based family reading activities such as Storytimes, Rhymetimes, Baby Bounce and Chatterbooks.

And 40 libraries will be working with their local Disney Stores: library staff will visit Disney Store events to promote reading and library membership.

Meanwhile Disney will promote the role and value of libraries in creating positive reading communities and supporting families. Disney Store staff VoluntEARS will visit their local libraries to join in activities and help promote reading, storytelling and the love of books. Disney Stores will signpost customers to their local library for advice about children’s books and reading.

5 Minutes More online

Disney are also encouraging parents and carers to sign up and take part in the 5 Minutes More Challenge via their website: UKfamily.co.uk The website will give families access to reading recommendations; ideas to inspire and help them complete the 5 Minutes More Challenge; opportunities to take part in online and in-store activities and the chance to enter competitions to win fantastic Disney prizes.

Throughout September, 15 librarians will be contributing to this website on a weekly basis, and five library authorities will be taking part in online chat with parents and carers.

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Notes to editors:

- The Reading Agency is an independent charity working to inspire more people to read more. It is funded by the Arts Council and the Museums, Libraries and Archives Council.
(www.readingagency.org.uk)
- The mission of Disney VoluntEARS is to develop opportunities for Disney employees to contribute their personal time, expertise and effort to make a positive impact on our community while furthering the traditions and ideals of The Walt Disney Company.
(www2.disney.co.uk/disneyhand/voluntears.html)