



NWT Literacy Council

Box 761, Yellowknife, NT X1A 2N6

**News Release: For immediate release**

## **Play and Celebrate Family Literacy Day 2011!**

Yellowknife (January 21, 2011) – Hopscotch? Board games? Simon Says? Stories, songs and rhymes? What do they have to do with family literacy? These activities are all part of the Let's Play and Learn event at Northern United Place on Saturday, January 29<sup>th</sup> from 2 to 4 pm for families with children aged 3-7. The NWT Literacy Council is hosting the event to celebrate National Family Literacy Day on Thursday, January 27, 2011. This year's theme is Play for Literacy.

"Playing as a family helps to strengthen family relationships. Children learn through play so this involves parents in their children's learning right from the beginning," says Literacy Council Executive Director Helen Balanoff. "Ultimately, family literacy contributes to stronger families and healthier communities."

Most communities in the NWT are planning National Family Literacy Day events. Contact your school, early childhood program, library or band office for information. Some NWT events are listed on the ABC Life Literacy Canada website at <http://abclifeliteracy.ca/en/family-literacy-day>.

You can download Family Literacy Day materials, like the new *Let's Play and Learn* How to Kit from the NWT Literacy Council's web site at [http://www.nwt.literacy.ca/fld/fl\\_day.htm](http://www.nwt.literacy.ca/fld/fl_day.htm). These are just some of the many Council resources that families and groups can use to celebrate National Family Literacy Day. And, it's just some of the materials the Literacy Council mailed to more than 400 adult educators, family literacy providers, schools, band offices and Council members.

For more information about Family Literacy Day in the NWT, watch our new video at [http://www.nwt.literacy.ca/fld/2011/video/family\\_literacy\\_day\\_2\\_video.htm](http://www.nwt.literacy.ca/fld/2011/video/family_literacy_day_2_video.htm) or contact:

Helen Balanoff  
Executive Director  
NWT Literacy Council  
Tel: (867) 873-9262  
Toll Free: 1-866-599-6758  
E-mail: [helen@nwtliteracy.ca](mailto:helen@nwtliteracy.ca)  
Web Site: [www.nwt.literacy.ca](http://www.nwt.literacy.ca)