



News Release: For Immediate Release

Nunavut wins the 2011 Read for 15 Challenge

October 13, 2011 – Nunavut increased its readers by five percent to win this year's Read for 15 Challenge. In Nunavut 33% of the population read for 15 minutes on September 28 during Literacy Week in both the Northwest Territories (NWT) and Nunavut.

In the NWT 30% of the population participated in the Read for 15 Challenge, the same percentage as last year. People participated in the challenge during Literacy Week, the last week of September in both territories.

"The Sam Pudlat school in Cape Dorset and l'école des Trois Soleils in Iqaluit deserve special mention for the hard work they put into bringing staff, youth, parents and community members together to read," says Kim Crockett, the executive director of the Nunavut Literacy Council.

Adriana Kusugak, from the Nunavut Literacy Council had the opportunity to spend Nunavut Literacy Week singing, reading, listening to stories, telling rhymes and doing puzzles in Inuktitut and English with the schools and daycares in Rankin Inlet. "Doing activities with the students helped them to realize the importance of practicing literacy skills in their first language every day," said Ms. Kusugak. In the NWT a new Literacy Week activity, Reading Flash Mobs, caught on in schools and communities across the NWT. During Literacy Week communities, organizations, schools and libraries host activities to support language and literacy in all the official languages.

"We congratulate the Nunavut Literacy Council on the significant increase in their readers this year," said Helen Balanoff, the executive director of the NWT Literacy Council.

The NWT and Nunavut Literacy Councils remind people that literacy skills need to be practised all year long. You can find resources and ideas for family, adult and community literacy activities at www.nunavutliteracy.ca and www.nwt.literacy.ca.

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