



Box 761, Yellowknife, NT X1A 2N6

News Release: For immediate release

15 Minutes of Fun can make a big difference!

Yellowknife (January 21, 2013) –Families having fun together is an ideal learning situation for children. Even 15 minutes of fun a day can make a big difference. That’s why this year’s National Family Literacy Day theme is, “15 Minutes of Fun”.

The NWT Literacy Council encourages families to celebrate Family Literacy Day on January 27 by having fun together on that day and everyday!

“Having fun while playing, singing, and talking with others contributes in tangible ways to childhood development,” says Helen Balanoff, the Executive Director of the NWT Literacy Council. “15 minutes of fun stimulates brain and social development. It also strengthens the literacy skills of adults.”

The NWT Literacy Council has provided Family Literacy Day packages to community programs and schools across the NWT. The materials are also available online at www.nwt.literacy.ca . They include a placemat to colour and a new booklet, *Recipes for Fun*, with instructions to make play dough, clay, indoor snow, edible finger paint and more.

Most NWT communities have Family Literacy Day events planned. In Yellowknife, the NWT Literacy Council welcomes children, aged three to seven accompanied by an adult, to the Family Fun Fair on Saturday, January 26 at Northern United Place from 1:30-3 pm.

For more information about Family Literacy Day in the NWT contact:

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