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DEPARTMENT OF EDUCATION ANNOUNCES LITERACY PSA CONTEST

~ Schools encouraged to submit video messages to promote reading ~

TALLAHASSEE – The Florida Department of Education, in partnership with Florida’s First Lady Ann Scott and the Florida Department of State today announced the 2012 Celebrate Literacy Week, Florida! Public Service Announcement (PSA) contest focused on the theme “Take the Lead and Read.” Celebrate Literacy Week, Florida! is a weeklong celebration of reading and literacy that will take place Jan. 23-27, 2012. Students from Conley Elementary in Leon County and Westside Elementary in Columbia County, two schools that participated in the First Lady’s Summer Literacy Adventure, traveled to the Governor’s Mansion to help kick-off the PSA contest.

“Our annual literacy PSA contest provides a creative and fun way to engage students in the educational process and remind them of the importance of reading in their daily lives,” said Florida Education Commissioner Gerard Robinson. “I applaud Mrs. Scott and our partners at the Department of State for being such advocates in Florida’s literacy efforts and for continuing to work with us to introduce exciting approaches to student learning.”

During the event, Mrs. Scott also recognized the students for their support and participation in the Summer Literacy Adventure, where they collectively pledged to read more than 3,400 books. As a part of the Adventure, Mrs. Scott visited 17 sites, including public libraries and state parks, to encourage students to read throughout the break.

“As a lifelong reader, I am thrilled to share my love of reading with Florida’s students,” said Mrs. Scott. “This is a fun and easy activity that each of us can share with our children and I encourage our families to spend a few minutes reading daily with each other.”

The 2012 Celebrate Literacy Week, Florida! PSA should be no longer than 26 seconds and must be postmarked no later than Nov. 18, 2011. Students from elementary, middle or high schools are eligible to participate, with winning schools selected and announced during Celebrate Literacy Week, Florida! in January. Sponsors for the contest include Daytona International Speedway and Scholastic Publishing.

To learn more about Celebrate Literacy Week, Florida! or for submission guidelines, visit <http://www.justreadflorida.com/literacyweek.asp>.

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