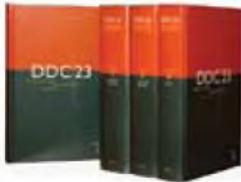


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WIGGLES PUT STAR POWER INTO LITERACY CAMPAIGN



As has been reported in these pages more than once, low rates of literacy are a significant problem in Australia, with up to 46% of us struggling with everyday reading and writing. But every cause needs a champion and what better champions for literacy than the kids' supergroup, The Wiggles? Not only do children around the world know and love those guys in skivvies, so do their parents. That's why ALIA approached the Wiggles to seek their support to help us spread the message, urging parents to share stories and make time for 'book' time with their children.

With all their years experience working with children, The Wiggles team know the power of sharing stories. And, as founding member of the group Anthony Field said when launching the community service announcements (CSAs) for ALIA, "by the age of three, we've developed half our adult language, so what happens at home, in kinder and in the library in those early years is really important".

The Wiggles were keen to help and worked with ALIA and early childhood literacy experts to develop scripts

for two CSAs, aimed at parents of young children and children just starting school. All ALIA members (including institutional members, schools and libraries) have permission to use these CSAs – you can embed them in your website and share them via your online networks. You'll find them in a range of formats at www.alia.org.au/wiggles.

The Wiggles and ALIA *Let's Make Australia a Reading Nation* campaign was launched in Library and Information Week this year and is just one of many ALIA literacy initiatives – you'll find information about our current advocacy programs and resources on the website at www.alia.org.au/advocacy/.

So what's next? Spread the word, share the CSAs and take every chance you get to help parents understand how literacy is the key to unlocking a great future for their children. We've got a long way to go, but we can make a difference - and help make Australia a reading nation.