



---

**NEWS RELEASE**

September 20, 2010

## **SUNSHINE COAST LIONS CLUB LENDS THEIR ROAR**

President Al Hailey and the members of the Sunshine Coast Lions Club are the first group to lend their support to the Imagination Library, an effort that sees books sent to all registered children from birth to age five.

The Imagination Library is part of the early learning programming through School District No. 46 (Sunshine Coast) and is organized by Early Learning Coordinator Kirsten Deasey. The SPARK! Program has been designated as the official registration site for the Imagination Library.

Parents who attend SPARK! are offered the opportunity, free of charge, to have an age-appropriate book mailed directly to their home in their child's name once a month. The Canadian Language and Literacy Network reports that reading books with young children is an important way that families can support their child's development of language and literacy. Research shows that children who have books in their homes come to school with important knowledge that is predictive of early literacy success.

“By pairing the Imagination Library with a family support program such as SPARK!, parents receive valuable information on ways to engage their young children when sharing these books together”, states Deasey. Lions Club Publicity Chair Robert Allen is pleased to have the connection to this program as the club “realizes the value of books and of reading books.”

---

*Contact: Tom Hierck, Assistant Superintendent  
School District No. 46 (Sunshine Coast)  
P.O. Box 220, Gibsons, BC V0N 1V0 ~ Tel: (604) 886-4487*

The Sunshine Coast Lions are the first group to come forward with an endorsement of the program and are “very enthused” to do so. Paul Adams of the Lions said, “our members know how important it is for a young person to read.” One of the best predictors of future success in schools is the literacy level of a student in their early years. This program helps to address that challenge and ensures that good reading materials are available to all families. We hope that other service groups hear the roar of the Sunshine Coast Lions and will also want to lend their support.

-30-



---

**Contact: Tom Hierck**  
**School District No. 46 (Sunshine Coast)**  
**P.O. Box 220, Gibsons, BC V0N 1V0 ~ Tel: (604) 886-4487**