



PRESS RELEASE

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READ ACROSS JAMAICA (RAJ) KICKS OFF ITS 6TH ANNUAL BUS TOUR DURING EDUCATION WEEK FEATURING GUEST ARTISTS CHERRI POET & PRINCESS THUNDAH

LANHAM, MD, April 5, 2010, “Read Across Jamaica Literacy Project,” a program created and introduced by Ja’nice Wisdom to help promote literacy in Jamaica is in full gear once again. The growth and success of this program has sprung up in many classrooms across the island with the declaration of Read Across Jamaica Day (celebrated on Tuesday, May 4) and the recognition of Jamaica Teachers Association emphasizing the importance of sharing a book with a child during Child’s Month.

During Education Week, May 2- 8, 2010, Literacy Ambassadors will be joining local volunteers from the Jamaica Teachers’ Association, Coalition for Jamaica, Kiwanis Club of Providence and A Brighter Day Foundation to serve communities in St. James, Manchester, St. Elizabeth, Clarendon and St. Ann, Jamaica as part of the Read Across Jamaica Island-wide Bus Tour. Stops at rural schools that participate in the motivating program of RAJ will receive a donation of books and teacher resources collected from abroad.

Generally, during the program a team of Literacy Ambassadors read, recite and encourage students to better understand & appreciate family, diversity and global community needs through the education and entertainment that reading provides.

“We call it “edu-tainment”. We love the concept that the influences our guest Artist and readers provide through storytelling, poetry and song is a testament to life goals, the lessons we learn while trying to achieve them and struggles we overcome. Guest Reggae/Hip Hop Artists serving as Literacy Ambassadors from the U.S. include: Cheri Poet and Princess Thundah (both from Philadelphia, PA). The importance of bringing the two together in this forum is that the increase of knowledge children can attain, helps them to make better choices.

Our literacy circles encourage children to read and comprehend” says Ja’nice Wisdom, who created this program as a continuation of the legacy of her late grandmother, Adella Rowe Tomlinson, a Jamaican native from St. Elizabeth.

Since 2004 Read Across Jamaica Literacy Project has served over 8,000 students and provided over 18,000 books and supplies to children in Jamaica.

To find out more about sponsorship, serving as a local volunteer or Literacy Ambassador, contact:

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