

## PRESS RELEASE

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### READ ACROSS JAMAICA FOUNDATION CHAMPIONS PARENTAL INVOLVEMENT DURING PARENTS MONTH

**LANHAM, MD. November 23, 2011** – Read Across Jamaica Foundation (RAJ) continued their effort to introduce creative and interactive methods of reading by hosting several workshops on November 10-12, 2011 recognizing “Parents Month” in Jamaica. Focusing on the theme, *Parents and Teachers Matter*, the workshops highlighted the importance of parental involvement in children’s educational success. Workshops were conducted at the Institute of Jamaica and the St James Parish Library followed by visits to Cassava Piece Activity Centre, St Andrew, Hemmingay Prep School, Montego Bay and the Breadnut Hill Primary School, St. Ann.

In an effort to build on collaborative partnerships, RAJ coordinated with the Ministry of Education (MOE) & the National Association for Jamaican and Supportive Organizations-Jamaica (NAJASO-JA) pulling together a team of literacy specialists, early education professionals and parents echoing the theme, “When parents are active in their children’s education, both children and schools do better”.

Presenters delivered interactive sessions to attendees and shared best practices, experiential techniques and gave both educators and parents tools to become more involved in their child’s education. Project coordinators Ja’nice Wisdom, Gavin Palmer and Hopeton Brown said they were more than pleased with the outcome of their three days of activities and the opportunity to engage students and parents while sharing the knowledge.

Canada-based reggae artiste, Tasha T, selected as the RAJ Musical Ambassador 2012 voiced her full endorsement of RAJ’s commitment to education, launched her current release, Educate Yourself, which is the official theme song of the Read Across Jamaica Literacy Project. “It was wonderful,” a beaming Tasha T said of the visits, where she performed, interacted with the children and handed out pictures and reading material.

According to Tasha, “Determination and drive are the key ingredients that parents must have in order to assist their children in climbing the ladder of education.” She continued, “We [artists] must make the effort to engage our youth in activities to feed their minds, nurture their growth and display enjoyment with various forms of the arts.”

The RAJ Service Outreach program focuses on volunteerism, vision and leadership in early childhood education and seeks to involve all community stakeholders. Headquartered in Lanham, MD, RAJ is one of the NGO's pioneering the way for literacy focused collaborations and encouraging education by entertaining youth and families to read together.

**Ministry of Education**



**Read Across Jamaica Foundation (RAJ)** is a 501c3 non-profit organization whose mission is to improve literacy awareness in the U.S. and Caribbean countries through five types of activities, namely: service, education and training, information dissemination, coordination of annual literacy events and research. Each activity is carried out in collaboration with volunteer members and organizations that share our mission. The Parent & Community Outreach (PCO) activities of the Read Across Jamaica Foundation are non-partisan, volunteer based efforts that serve as a nexus for information dissemination and diversity awareness in the community.