

## PRESS RELEASE

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### TASHA T TO SERVE AS MUSICAL AMBASSADOR 2012 FOR READ ACROSS JAMAICA FOUNDATION LAUNCH OF PARENTS MONTH ACTIVITIES IN JAMAICA

**LANHAM, MD. October 27, 2011** – As the month of November rolls in, Read Across Jamaica (RAJ) will host several parent and teacher groups across the island and provide an opportunity for them to meet, exchange dialogue and participate in activities intended to enhance children’s language and literacy skills. To further advocate the theme: **Parents and Teachers Matter**, participants will place emphasis on what matters in the quest for quality education for our children.

The RAJ Musical Ambassador for 2012, Tasha T remarked “determination and drive is what many parents must find and maintain to help their children climb the ladder of education.” TASHA T, who has been delighting audiences in Canada, the US and Jamaica since the tender age of fourteen, has taken time out of her busy schedule to accompany RAJ on its annual Parent Month activities. Recognizing the impact and consistency the Read Across Jamaica Literacy Project has had in communities across Jamaica and the United States, Tasha T has voiced her full endorsement of RAJ’s key theme with her latest release, “Education is the Key to Success.” Through her musical style of communication, Tasha T will lend her talent to encourage families to approach literacy from a positive perspective.

Tasha T believes that, “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 Family Day activity will provide information to all families who want it or who need it, not just to the few who can attend the workshops. Families are invited to come out to experience the support from school and community as this annual event increases understanding and confidence about parenting, child and adolescent development, and the challenges in learning as children proceed through school. There will be a special session entitled “Pampering Our Parents.” You won’t want to miss it!

The community is invited to participate in Family Literacy activities on:

November 10, 2011 – Kingston (Institute of Jamaica & HELP Jamaica)

November 11, 2011 – Montego Bay (St. James Parish Library)

November 12, 2011 – Family Day (Breadnut Hill Primary School, St. Ann’s)

To register on-line, visit: [www.readacrossja.com/contact](http://www.readacrossja.com/contact)

For more information, contact: Gavin Palmer, Coordinator at (876) 428-3758 [gpalmer2u@aol.com](mailto:gpalmer2u@aol.com);

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In association with:



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.