Jumpstart's annual Read for the Record campaign has sparked a global movement focused on the critical importance of early literacy. Jumpstart's 14th Read for the Record will bring together millions of adults and children as they read the same book on the same day, building an intergenerational community through reading. To date, over 20 million people have participated in Read for the Record, and hundreds of thousands of quality books have been distributed to children in underserved communities across the country.

JUMPSTART’S 2019 READ FOR THE RECORD CAMPAIGN BOOK

THANK YOU, OMU!
BY OGE MORA

Join us as we read Thank You, Omu! by Oge Mora. Thank You, Omu! is a Caldecott Honor Book and Oge Mora is the winner of the Coretta Scott King/John Steptoe New Talent Illustrator Award.

WHY EARLY LITERACY?

Literacy development is closely tied to children’s earliest experiences with books and stories. Through high-quality early education—rich with books and reading—young children gain the skills that lay the foundation for all future learning.

Birth to Five
Children with access to high-quality early education programs enter kindergarten better prepared to succeed.

Lifelong Impact
Long-term outcomes of high-quality early education programs include higher high school graduation rates and higher earned salaries.

$1 Spent = $13 Saved
High-quality early education programs provide the greatest social return on investment documented in social science. Every dollar invested saves taxpayers up to $13 in future costs.
JUMPSTART CELEBRATES READ FOR THE RECORD BY:

- Promoting the importance of early language and literacy skills through events and celebrations that take place in homes, classrooms, libraries, community centers, and more each year during Read for the Record.
- Partnering with celebrity literacy champions, corporate sponsors, nonprofit organizations, and others to help spread the word about the power of reading with young children.
- Increasing access to books through the development of a special edition of the Read for the Record book selection, featuring unique content available in paperback in both English and Spanish.
- Building home libraries by donating over 150,000 books to children in underserved communities across the United States.

20 MILLION READERS AND COUNTING… JOIN TODAY!

- Pledge to read on November 7, 2019 at readfortherecord.org.
- Share your commitment on social media to read with a child, local classroom, or in your community on November 7, 2019, using hashtag #ReadfortheRecord.
- Order copies of the special edition of Thank You, Omu! at readfortherecord.org.
- Partner with Jumpstart to host an event.
- Engage your local school district in Read for the Record.
- Sponsor a Read for the Record event or start a peer-to-peer fundraising campaign through CrowdRise.

To learn more about the campaign, visit readfortherecord.org.
Questions? Email us at rfr@jstart.org.