

# Features

## Children encouraged to read

Montreal - Rick Hansen, the 32-year-old Canadian athlete who showcased the potential of disabled people through his 1985-87 Man In Motion World Tour and established a trust fund for spinal cord research, joined World Book's Partners In Excellence Classroom Reading Program celebrity poster series to promote literacy by encouraging children to read. James Mohler, general manager, World Book Educational Products of Canada has announced.

"I'm glad to appear in a poster that encourages children to read," said Hansen, who joins 16 other poster celebrities who are volunteering their support of the Program, including Canadian Olympic gold medalist Michelle Cameron, basketball all-star Michael Jordan, Academy Award-winning actress Meryl Streep, Denver Broncos quarterback John Elway and U.S. track and field Olympic gold medalist Jackie Joyner-Kersey. "A love of reading and books helps me develop ideas, take action and reach my goals. I want to encourage children to read so they can achieve their own goals."

Mohler said, "With volunteers like Rick Hansen supporting the project, it's bound to be successful."

Partners In Excellence is a school program in which students read a minimum of seven books in seven weeks and ask sponsors to pledge a small amount for each book read. For every \$2.00 the students raise, World Book contributes \$1.00. The money is used to place The World Book Encyclopedia, Childcraft - The How and Why Library and other reference materials in the classroom. Students who complete the program receive a certificate and can earn a gold or silver reading medal, often presented during a school awards ceremony.

The free Hansen poster can be obtained by students, teachers and librarians who participate in the Partners In Excellence program. The posters often are displayed in classrooms and school libraries or given as program prizes. So far, 10 million students have provided nearly 138,000 classrooms in Canada and the U.S. with World Book products that schools otherwise might not be able to afford.

World Book first introduced Partners In Excellence in 1986 to promote literacy by helping schools in North America. The estimated five million Canadian citizens who cannot read or write have a staggering economic impact: Canada loses an estimated \$2 billion to \$7.4 billion each year in taxes, jail costs and extra medical and worker compensation charges, according to a 1987 report, "Broken Words, The Southam Literacy Report," sponsored by the Southam Newspaper Group of Toronto, Ontario.

Well-known reading expert, author and consultant, Dr. Alvin Granowsky, World Book Educational Products vice-president of school and library services, who directs the Partners In Excellence Classroom Reading Program believes, "The program adds excitement to the classroom



while improving students' reading, writing and research skills." But just as important, he said, is the self-esteem the program fosters in those who participate. "When children receive their certificates and medals for reading all those books, you can almost see their eyes light up. They're very proud of their accomplishments."

Hundreds of thousands of posters already have been distributed.

Teachers, principals and other educators interested in participating in the Partners In Excellence Classroom Reading Program should contact a World

Book representative in their area by looking under "Encyclopedias" in the Yellow Pages or call toll-free 1-800/621-8202.

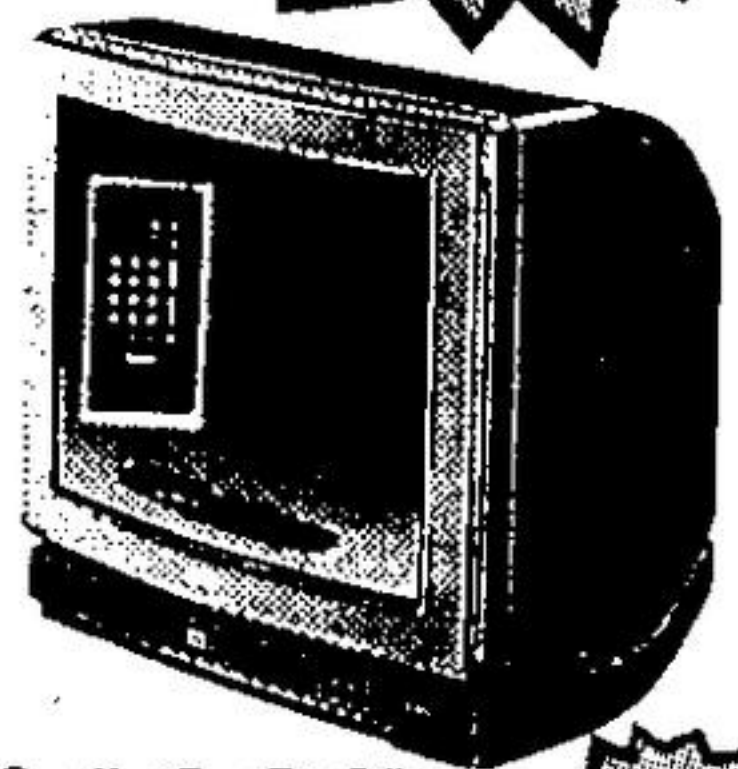


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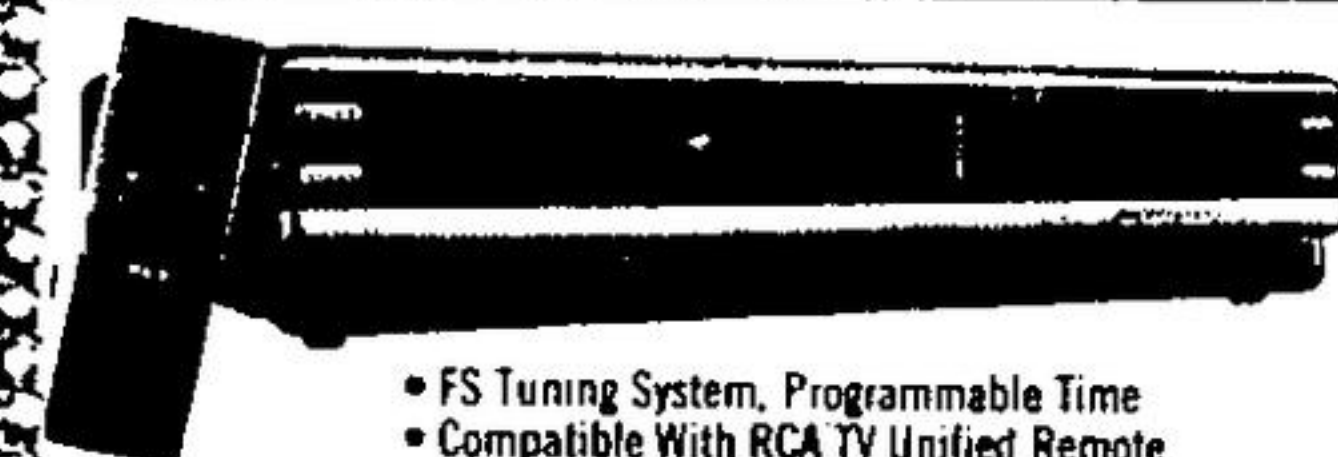
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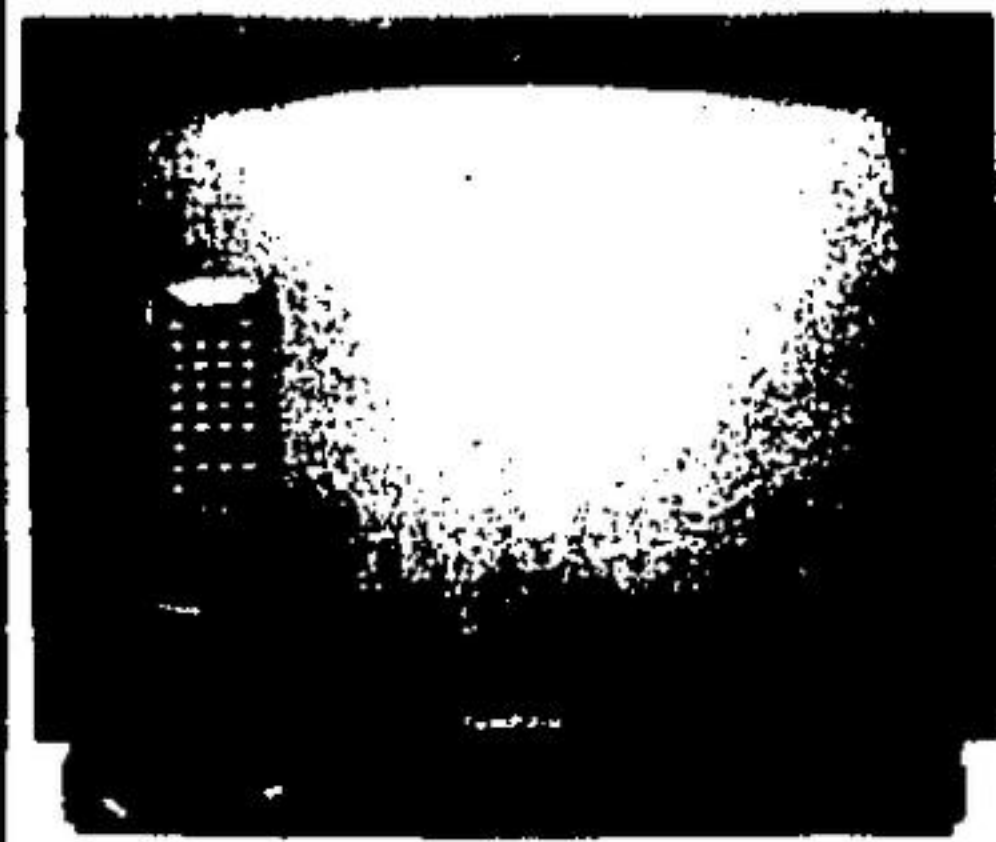
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**CORRECTION**  
Due to an error in Cash & Carry Household Supplies' ad on Wednesday, December 12, 1990 it should be noted that there is a limit of 2 per family purchase on the Saran Wrap. The Herald apologizes for any inconvenience this error may have caused.