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MEMORANDUM

TO: District School Superintendents

FROM: Pam Stewart

DATE: October 8, 2012

Contact Information
Just Read, Florida! Office
(850) 245-0503
JustRead@fldoe.org
DPS: 2012-163

SUBJECT: 2013 Celebrate Literacy Week

The Just Read, Florida! Office and the Florida Department of Education (FDOE), in partnership with other FDOE offices, school districts and numerous other state organizations and agencies, are planning the fifth annual statewide *Celebrate Literacy Week, Florida!* event. *Celebrate Literacy Week, Florida! 2013* is scheduled for the week of **January 14-18, 2013**, so mark your calendars now for this important week of events!

The goals of *Celebrate Literacy Week, Florida!* are to promote literacy throughout the state by raising awareness of the great things happening in school districts and the programs and projects offered by the FDOE and its partner agencies and organizations. Most of all, the objective is to promote the enjoyment of reading for children and adults of all ages.

As part of the Just Read, Florida! *Celebrate Literacy Week,* we are providing multiple opportunities for you as a district to support this effort and to promote literacy in your local schools.

Once again, we will sponsor the 26-second public service announcement (PSA) contest that celebrates and promotes the importance of literacy in the state of Florida. Students in elementary, middle and high schools in all school districts are invited to participate in the PSA contest. This activity was a HUGE success for the past four years, and we are anxiously awaiting the creativity that your schools and students will bring to this competition for the 2013 event. This year we are continuing the theme, **"Take the Lead and Read!"** With the support of

sponsorship from the Daytona International Speedway, we hope to "rev-up" the enthusiasm of students across Florida about literacy and reading.

Additional information on the PSA contest is attached to this email, and we ask that you disperse all information to the schools and staff in order to allow ample time to produce the PSA. **All PSA submissions are due to the Just Read, Florida! Office by November 30, 2012, and the winners will be announced during Celebrate Literacy Week at the Daytona International Speedway.**

In addition to the PSA contest, the Just Read, Florida! Office will provide additional resources for district contacts through the *Celebrate Literacy Week* Calendar. This calendar will guide you in preparing activities focused around literacy week within your schools and community. We have included a *Celebrate Literacy Week* Events template, which you can complete and return to the Just Read, Florida! Office. Once your events are scheduled, please submit the schedule to the Just Read, Florida! Office and we will, in turn, post it on the Just Read, Florida! website for others to view. You may use the *Celebrate Literacy Week* Events template to share all the various activities scheduled in your district centered around *Celebrate Literacy Week* with us, your local community, and others. You may submit your *Celebrate Literacy Week* plan to Hope Colle at Hope.Colle@fldoe.org

For more information, please visit the Just Read, Florida! website at http://www.justreadflorida.com/ and go to the *Celebrate Literacy Week, Florida!* link. We look forward to your participation in this literacy event and thank you for your commitment to making literacy the highest priority every day in your district and schools!

Let's celebrate together!

PS/hc

Attachments

CC: K-12 Reading Contacts