



# ARE YOU SIGNED UP TO THE **100 Million Minutes** Reading Challenge CLICK TO REGISTER TODAY!



## Read for 100 million minutes!

From the 1<sup>st</sup> March 2018 (World Book Day) we will join early years settings, schools, colleges, community groups, parents and carers across the UK in trying to read for a collective 100 million minutes. The campaign is run by the leading charity, Achievement for All, which works in partnership with schools and communities to improve outcomes for all children and young people vulnerable to underachievement.

Speaking about the challenge, Professor Sonia Blandford, CEO of Achievement for All, said: “It is fantastic that the 100 Million Minutes Reading Challenge is getting such great levels of support and involvement, but we must keep spreading the word about this important issue.

“Across the UK, up to two in five children in disadvantaged communities have difficulties with literacy and we know that introducing all children and young people to the habit of reading in everyday life can improve communication skills and drastically brighten future prospects. If just 10 minutes of reading a day can have a huge impact on a child’s development, imagine what 100 million minutes can achieve!”

Throughout the month-long challenge, children and young people across the country can log their reading minutes in class and at home. Prizes will be awarded to the schools or settings who achieve the highest average number of reading minutes per child or young person. Certificates will also be available to individuals who reach key reading targets during the challenge.

Last year, over 125,000 primary school children participated in the 10 Million Minutes Challenge, reading for over 15 million minutes in total. With all children and young people able to get involved in the 2018 event, this next challenge is due to be bigger and better than ever before!

For further information on the challenge or to get involved, visit [100MillionMinutes.org](http://100MillionMinutes.org).

For further information about Achievement for All visit <https://afaeducation.org>.

### Ends

### Notes to Editors

For more information or to speak to a member of the 100 Million Minutes Reading Challenge team, contact Lisa Church on [lisa.church@afaeducation.org](mailto:lisa.church@afaeducation.org) or call 07467 945661.

### About the 100 Million Minutes Challenge

- The 100 Million Minutes Reading Challenge 2018 is a national reading initiative from education charity Achievement for All
- Alongside schools, early years settings, parents, carers, childminders and community groups up and down the country, children and young people will attempt to read for a collective 100 million minutes in a month
- Why? Up to two in five children in disadvantaged communities across the UK have difficulties with literacy. We know that introducing all children and young people to the habit of reading in everyday life can improve communication skills and brighten future prospects

- Just 10 minutes of reading a day can have a huge impact on a child's development, so imagine what 100 million minutes can achieve
- The challenge will kick off on World Book Day (Thursday 1 March 2018) and run until Thursday 29<sup>th</sup> March 2018
- There will be prizes for the settings that are able to clock the highest average number of reading minutes per child or young person
- For more information, or to find out how to get involved, visit [www.100MillionMinutes.org](http://www.100MillionMinutes.org), or follow @AfA\_Education on Facebook and Twitter

#### **About Achievement for All**

- Achievement for All is a leading not-for-profit organisation that works in partnership with early years settings, schools and colleges, improving outcomes for all children and young people vulnerable to underachievement regardless of background, challenge or need
- Achievement for All's programmes have been adopted by staff in over 4,500 schools, colleges and early years settings across England and Wales, having a measurable impact on the lives of more than 100,000 children and young people to date
- Achievement for All works at every stage of the education system, supporting children from two to 19 years of age with bespoke partnerships delivered across the core flagship programmes: Achieving Early, Achieving Early Firm Foundation, Achieving Schools and Achieving Further. Alongside its other services, Achievement for All also offers professional assistance with Pupil Premium Practice Reviews, Youth Justice SEND, SEND Reform Implementation and the Children Looked After service
- Each programme is delivered by a team of highly experienced and expertly trained Achievement Coaches
- In 2016, an independent assessment conducted by PricewaterhouseCoopers found that, as a result of the Achieving Schools programme, the progress of targeted children and young people in reading, writing and mathematics was raised by up to 50%, to a standard above the national expected level
- Achievement for All's 2015 Interim Evaluation Report identified a reduction in exclusion in schools and settings of a factor of four (400%)
- Aspiration, Access, Attainment and Achievement are at the heart of Achievement for All – I can, I do, I have, I am
- Further information can be found at [www.afaeducation.org](http://www.afaeducation.org) or by contacting [lisa.church@afaeducation.org](mailto:lisa.church@afaeducation.org)