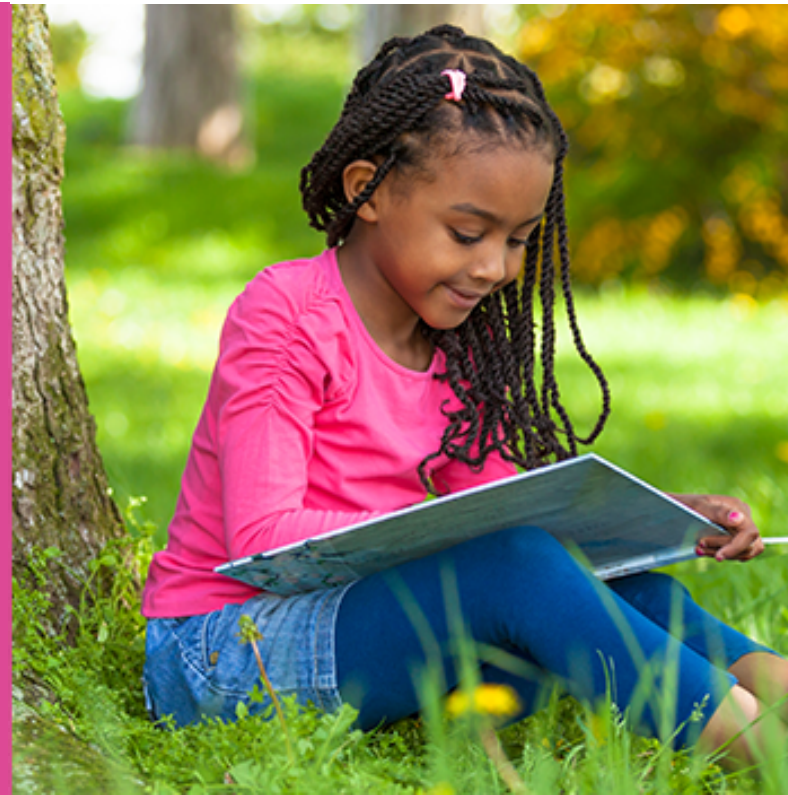


#AreYouKiddingMe?

“Children learn up to
12,000 new words
each year
because of reading.”

-Scholastic



The first five years of life are crucial for a child’s ability to eventually learn to **read and write**. Early on, the relationship children build with **books** determines their capacity to develop **early language, literacy and a love for reading**.

As a child’s brain is developing, the best way to increase their **vocabulary, fluency and comprehension** is by reading to them early and often – ultimately, **connecting reading with positive, stimulating experiences**.



Want to help a child build a strong reading foundation? Become a ReadingPals volunteer! By doing so, you will help us ensure that more children in Florida are reading at grade level by the end of third grade.

The
**Children’s
Movement**
of Florida



Florida Power & Light Company is proud to support
the efforts of The Children’s Movement of Florida.

CHANGING THE CURRENT. 