



### *What is the Mayor's Summer Reading Club?*

The Mayor's Summer Reading Club (MSRC) is a program for children ages birth to five and their families that takes place in various locations throughout the city of Atlanta each summer. In May 2019, we announced a city-wide book choice for infants and a book for infants and children ages 2-5 to share with their families. We engage our direct service program partners to distribute copies of the books at no cost to children, and to introduce the story via programs, art projects and activities to the parents and children they serve.

Throughout the summer, libraries, summer programs, museums, farmers' markets, and other institutions in and around the City of Atlanta hold "book club reads" to model research based methods of reading books with children and host enrichment events based upon the stories. The books come to life as children enjoy arts and crafts activities, drama exercises, and other hands on activities designed to make the language in the stories meaningful to children.

### *Who sponsors the Mayor's Summer Reading Club?*

GEEARS: Georgia Early Education Alliance for Ready Students convenes and coordinates the MSRC which is funded primarily by PNC Bank, along with support from The United Way of Greater Atlanta. In addition to the funding, the real keys to the program's success are the efforts of the dozens of partner organizations who work to sponsor individual activities, distribute books, and spread the word to parents and children. For the past six years of the program, the Mayor's Office of the City of Atlanta has also provided continuing partnership and support.

### *How does an organization participate as a partner?*

We need civic organizations and institutions to partner with us! Partners agree to do at least one interactive reading event during the summer and host at least one activity related to the books selected. The intent is to engage children as well as parents in the book. We also ask that partners help promote each other's activities to build on the intent to engage children deeply in the chosen book. These events are intended to be low cost and easy for the sponsoring organizations. Through our funding partners, GEEARS supplies the books needed for the event.

In addition, partners agree to send us information about their event to include on our summer reading calendar, assist us in promoting MSRC events and program information on social media, and encouraging participant engagement after book club activities. In addition, partners agree to complete a short survey after their event so that we can keep track of attendance and other information.

### *Social Media*

Twitter accounts to follow and mention: [@MSRC\\_ATL](#) [@GEEARS](#)

Facebook: <https://www.facebook.com/MSRCATL/>

Instagram: [@MSRC\\_ATL](#)

Hashtags to use: #readbelieveATL #MSRC

### *For more information*

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