



magazine publishers family literacy project

MagazineLiteracy.org - a 501(c)(3) charity.

Feeding Children and Families Hungry to Read and Succeed

Our Mission



The Magazine Publishers Family Literacy Project (<http://MagazineLiteracy.org/>) is the first and only nationwide, magazine industry-wide campaign to help children and families learn to read and build their self-esteem. MagazineLiteracy.org gets magazines into the hands, homes, and hearts of at-risk children and families so they can learn and love to read. The project organizes collaborative magazine industry, business, and community partnerships that provide much-needed magazines to schools, early learning and after-school programs, shelters, mentoring, and other community literacy programs. The project unleashes the awesome power of magazines as a literacy resource for kids, families, and literacy agents.



The Imperative

We all remember our favorite childhood memories reading magazines. Adults who are unable to read were once children who did not learn how. A child who cannot read is unable to succeed in any school subject. Teachers and other literacy agents do not have enough good reading materials. Many families do not have reading materials at home. At some point each year, over a million children spend time in homeless or domestic violence shelters. They arrive with no possessions and little spirit. There, they find literacy agents passionate about feeding kids and families hungry to read and succeed.

Magazine Mentors – *bulk shipments of magazines to schools, shelters, and other literacy programs*

Magazine Mentors are businesses, groups, and individuals who sponsor magazines that are shipped to kids in schools, and families in homeless and domestic violence shelters, and other community literacy programs.

KinderHarvest – *rescues and recycles surplus magazines for literacy and disaster relief*

KinderHarvest addresses both environmental and literacy concerns by recycling magazines for reading programs serving at-risk children and families. KinderHarvest works like a holiday food drive, but feeds hungry readers. The program rescues surplus magazines from supply chain stakeholders, end to end - *Publishers, National Distributors, Wholesalers, Retail Newsstands, and Consumers* - that would otherwise be discarded and destroyed, and distributes them to after-school programs, food pantries, homeless and domestic violence shelters, disaster relief programs, and other community literacy efforts.



Kids Magazine Airlift – *consumer gift subscriptions for children and families in need*

The Kids Magazine Airlift engages consumers shopping for gift magazine subscriptions at publisher web sites for their own children to also purchase a gift that will be sent to help other children. MagazineLiteracy.org matches the much-needed gift subscriptions to schools, shelters and other community literacy programs that serve children and families in need.



Children's Magazine Month – *October celebration each year*

MagazineLiteracy.org manages Children's Magazine Month each year with the Association of Educational Publishers (<http://edpress.org/>) and support from the International Reading Association (<http://reading.org>) and other stakeholders.

MagPower Reading – *online access to digital magazines*

MagazineLiteracy.org has teamed with Texterity.com to create the MagPower Reading demonstration project - an innovative online portfolio featuring access to favorite children's magazines in digital format. Our goal is to evaluate the benefit of providing online access to children's magazines as a literacy resource (see: <http://digital.magazineliteracy.org/>).

Subscribe to literacy! Learn more at: <http://partners.magazineliteracy.org/>