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2015 Summer Reading Challenge kicks off

PIERRE, S.D. – The South Dakota Department of Education is launching its annual awareness campaign titled Read! SD. The program is designed to encourage year-round reading and to help educate parents on preventing what is known as “summer slide,” the loss of reading skills that can occur during the summer months when students are out of school.

The campaign, now in its third consecutive year, encourages parents to find reading materials that match their child’s literary comprehension level. Online resources are available at readsdsd.com and facebook.com/readsouthdakota.

This year’s campaign theme is Every Hero Has a Story. Every Monday, starting May 11, recommended reading selections from the Prairie Bud and Prairie Pasque Children’s Book Award programs and the YARP (Young Adult Reading Program) List will be featured on the Read! SD Facebook page.

“Our summer reading programs offer a great variety of online tools for parents and children alike,” says Jasmine Rockwell, Children’s & Youth Services Coordinator for the South Dakota State Library. “Parents can follow our Facebook page to get weekly recommendations on quality books for their kids to read over the summer while kids can take ownership of their commitment to reading by making a pledge on the Read! SD website.”

For more information, visit readsdsd.com or “like” Read! SD on Facebook at facebook.com/readsouthdakota.