



A joint program of



Nebraska Foundation
for Children's Vision

&

Nebraska
Library Commission

Dear Friends:

To Nebraska children, summer 2008 means days filled with fun activities, making great friends, and discovering new worlds full of adventure...all without ever leaving home! This is, of course, through the transforming power of great books! This introduction to a lifetime love of reading begins now with Nebraska libraries bringing young children in touch with summer reading. To this end, the Nebraska Foundation for Children's Vision (NFCV) and the Nebraska Library Commission are proud to partner with you in promoting **See to Read**. The NFCV, a 501(c)3 charitable organization, strives to make sure that every child in Nebraska is visually prepared to succeed in school and in life. In order to develop great readers by an early age it is imperative that they are capable of seeing and interpreting their "visual" world correctly. The goal of **See to Read** is to bring awareness to parents, family members, friends and educators about the link between vision and reading. With the generous support of the Nebraska Lions Foundation we have put together a multi-dimensional "campaign" to insure that Nebraska's kids "see" a bright future unfold for them.

The **See to Read** project is designed to bring awareness to the vital link between vision and reading. Our intent is that parents will learn more about this link when they bring their children into the library this summer. For those parents with younger children, they may then be motivated to take advantage of the NFCV's free See To Learn vision assessments for 3-year-olds; and will take their child to an eye care professional for a school vision exam before entering school for the first time.

In order to bring maximum attention to the **See to Read** project we have put forth an exciting public awareness campaign. Through a special arrangement with the Nebraska Broadcaster's Association and the NFCV, a statewide radio message will air frequently on virtually every station in Nebraska. This spot will reinforce the idea of reading as a way of seeing the world and emphasize the summer reading programs throughout Nebraska's libraries. This will not only encourage patrons to visit their local library with their young readers, but also will stress how good vision factors into making sure their child is ready to begin this lifelong love of books.

The See to Read kit included in this mailing contains:

- The *See to Reader* newsletter
- A **See to Read** poster
- Background on the Nebraska Foundation for Children's Vision including:
 - A sample of our Golden Book brochure (for display purposes)
 - Bookmarks (available to print at www.nechildrensvision.org/SeeToRead)
 - See to Learn brochures
- Press release on the **See to Read** program

See to Read provided in part through a generous grant from the Nebraska Lions Foundation

Nebraska Foundation for Children's Vision

1633 Normandy Court, Ste. A • Lincoln, NE 68512 • 402.474.7716 • www.nechildrensvision.org • nfcv@assocoffice.net



A joint program of



Ideas for promoting See To Read in your library:

- Create a **See to Read** display area utilizing:
 - The above mentioned kit materials
 - Books on vision from the recommended book list (on the *See to Reader* newsletter).
- Hand out a *See to Reader* newsletter to each library patron
- Contact your local news/media outlets to publish the included press release
- Ask your local eye doctor to volunteer at the library as a guest reader/speaker
- Share the information with local daycares
- Include links on your library websites to resources on the **See to Read** web page: www.nechildrens-vision.org/SeeToRead
- Contact community news access channels to promote the program
- Contact your local radio station to promote your entire summer reading program
- Promote **See to Read** on your library marquis
- Include in church bulletins
- Send the press release to local civic organizations (include a thank you to your local Lions Clubs for their support in underwriting this project)
- Go to www.nechildrens-vision.org/SeeToRead to download other resources, including:
 - The *See to Reader* newsletter to print additional copies
 - The **See to Read** poster
 - Optical illusions
 - Links to valuable resources on vision
 - Links to internet vision games
 - And more!

This is a wonderful and exciting time for everyone to become “reading advocates” for children. If, through this endeavor, we can help bring awareness to this most vital link between visual health and reading, then many new eyes will be “opened” to the great potential that lies not only within the walls of a library, but in the world around them. What could possibly make for a better summer?

Thanks for your help and support of See to Read 2008!

See to Read provided in part through a generous grant from the Nebraska Lions Foundation

Nebraska Foundation for Children's Vision

1633 Normandy Court, Ste. A • Lincoln, NE 68512 • 402.474.7716 • www.nechildrens-vision.org • nfcv@assocoffice.net