

## MEDIA Release

# Make it count during BC Family Literacy Week 2023

**Vancouver, BC** – The Province of British Columbia has proclaimed Family Literacy Week (January 22-29, 2023) in British Columbia. Families are encouraged to celebrate by reading books, playing games, cooking or attending local events together.

“Parents and caregivers play a vital role in child development, which includes building literacy skills,” said Anne Kang, Minister of Municipal Affairs. “Whether they follow a recipe, read a book or attend a literacy event together, when families learn together, they grow together. This can create lifelong opportunities.”



*Anne Kang, Minister of  
Municipal Affairs*

Each year, the Province provides more than \$2 million in support of community literacy to Decoda Literacy Solutions, a non-profit organization that uses this funding to support the co-ordination of community literacy services and initiatives in B.C., including Family Literacy Week. Each year, government also contributes \$500,000 to the Vancouver Sun’s annual Raise-a-Reader campaign and programs.

Family Literacy Week is an annual BC campaign that recognizes the importance of family literacy. The week includes ABC Life Literacy Canada’s Family Literacy Day, celebrated nationally each year on January 27.

This year’s Family Literacy Week theme is “Make it Count!” It focuses on how numbers and math connect with daily activities.

“Children start using math the moment they start exploring the world. Sorting, counting and measuring are ways of playing with math,” says Sandra Lee, Executive Director of Decoda Literacy Solutions, BC’s provincial literacy organization. “Doing puzzles, playing board games, singing counting songs, saying counting rhymes and cooking with children help to strengthen connections and math skills.”

Make it count during Family Literacy Week in your community:

- [Find a local event!](#)
- Enter the province-wide online [Photo Contest](#) (#MakeItCount #FLW2023) showing the joy of connecting through math activities.
- Download free [Family Literacy Week activity sheets](#)

To learn more about Family Literacy Week 2023 go to [decoda.ca](https://decoda.ca).

