****MEDIA Release****

Family Literacy Week 2023 proclaimed in BC

**Vancouver, BC** – The Province of British Columbia has proclaimed Family Literacy Week (January 22-29, 2023) in British Columbia. [Family Literacy Week](https://decoda.ca/get-involved/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!

In [community name] the [activity] will take place:

**Place**: **Date**: **Time**:

[insert event details here]

Decoda Literacy Solutions will run a province-wide online Photo Contest (#MakeItCount #FLW2023) to encourage families to share their joy of connecting through math activities. Decoda also offers free [Family Literacy Week activity sheets](https://decoda.ca/resource/make-it-count-backgrounder/) to download for families and community programs.

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

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****For more information:****

[Contact Name]

[Phone]

[Email]

Make it Count! Play • Sort • Measure

****BACKGROUNDER****

**WHAT** The Province of British Columbia has proclaimed [Family Literacy Week 2023](https://decoda.ca/get-involved/family-literacy-week/) in BC from January 22nd to January 29th. The week includes [ABC Life Literacy Canada’s Family Literacy Day](https://abclifeliteracy.ca/all-programs/family-literacy-day/) on January 27th.

Decoda Literacy Solutions and its partner organizations across BC will celebrate throughout the week.

This year’s theme, “Make it Count!”, encourages families to connect, learn and play together through numeracy and math.

Family Literacy Week 2023 activities include:

* [Family Literacy Week Photo Contest](https://decoda.ca/get-involved/family-literacy-week/) for individuals or classes. Participants can take photos of family literacy activities using the "Make it Count!” theme, post on social media with the hashtags #FLW2023 and #MakeItCount to be entered to win a prize.
* [Family Literacy Week Activity Sheets](https://decoda.ca/resource/make-it-count-backgrounder/) posted as free downloads at decoda.ca.
* [Family Literacy Week Events](https://decoda.ca/community-events/) posted at decoda.ca.
* [Read All About Lit](https://decoda.ca/blog/) Family Literacy Week blog posts throughout Family Literacy Week.
* [Social media campaign](https://drive.google.com/drive/folders/1_vA2btENspN97vMWUe0Bn8hgZYJ-YXZf?usp=share_link).

**WHY**  Families are children’s first and most important teachers. Helping your child develop strong early numeracy skills builds their confidence, develops vocabulary and sets them up for success.

**WHEN**  January 22-29, 2023

**WHERE** Communities across British Columbia, [local website, office address] and at decoda.ca.

For more information:

[Contact Name]

[Phone]

[Email]

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****SOCIAL MEDIA****

Here you will find key messages and social media content you can use to promote Family Literacy Week January 22-29, 2023. Find [accompanying images](https://drive.google.com/drive/folders/1_vA2btENspN97vMWUe0Bn8hgZYJ-YXZf?usp=sharing) on the Decoda website.

Key Messages:

* Numeracy is an important skill to help children learn about the world around them.
* Children develop an understanding of math and numeracy through play and everyday activities.
* Math talk can help children be confident and successful in math as they grow older.

Social Media Post Text:

* Sing counting songs and say counting rhymes to help babies learn, develop language and connect with you.
* Sorting is one of the first math skills children learn. When they sort by colour, size and shape, they are analyzing, exploring relationships, making groups and developing critical thinking skills.
* Math games like puzzles, monopoly and hopscotch help children reinforce math skills in a fun and engaging way.
* Helping your child develop strong early numeracy skills builds their confidence, develops vocabulary and sets them up for success.
* Kitchen math! Counting, measuring and following a recipe are great ways to develop early math skills.
* Teaching children about money is a great way for them to learn about currency and managing their money.

Please use the following hashtags in your posts:

**#MakeItCount #FLW2023 #PlaySortMeasure**