Dear PSA Director,

I’m reaching out from Reading Is Fundamental, the nation’s leading children’s literacy nonprofit. We are excited to launch the fifth year of Rally to Read 100, our six-month reading campaign. Free for all educators and families, Rally to Read (found at **RallytoRead.org**) invites participants to pledge to read 100 books by March, National Reading Month. The campaign features monthly themes with read-alouds by popular children’s authors, engaging reading activities, and an educator sweepstakes for free books.

Reading aloud to children is vital—it enhances their understanding of language, sharpens listening skills, expands vocabulary, and fosters a lifelong love of reading. With twenty-five million children in the U.S. not reading at a proficient level,\* it’s crucial that we find ways to engage young readers and support their literacy journey. We need your help to raise awareness about this free opportunity to inspire and motivate young readers in your community.

Happy reading and thank you,

Jodi Rubin
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*\* National Assessment of Educational Progress 2022*