

Kind
Respectful
Determined
Successful

Be the best
you can be

DON'T SKIP READING

Just 10 Minutes a Day Can Change a Child's Future

CHILD A

Reads for 10 Minutes
Every Day



Builds a richer vocabulary



Develops stronger writing skills



Improves concentration
and memory



Gains wider knowledge
of the world



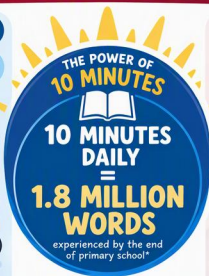
Becomes a more confident learner



Achieves greater success
across the curriculum



Reading progress
grows every day!



*Illustrative educational estimate

ASK YOURSELF...



Which child is likely
to know more?



Which child is likely
to understand new
vocabulary more easily?



Which child is likely to
write with greater confidence?



Which child is likely to be
better prepared for
secondary school?

CHILD B

Rarely Reads



Slower vocabulary development



Less exposure to new ideas
and knowledge



Reduced confidence when
reading unfamiliar texts



Greater difficulty expressing
ideas in writing



Fewer opportunities to develop
language skills



Progress is often slower
without regular
reading practice.

EVERY NIGHT MATTERS

Just 10 minutes of reading with
your child can make a lifelong difference.

What can parents do?



Read with
your child



Talk about
the story



Ask
questions



Introduce new
vocabulary



Celebrate
reading success



Make reading
part of your
daily routine

A SMALL DAILY HABIT.
A LIFELONG DIFFERENCE.
READ. TALK. LEARN. SUCCEED.

