

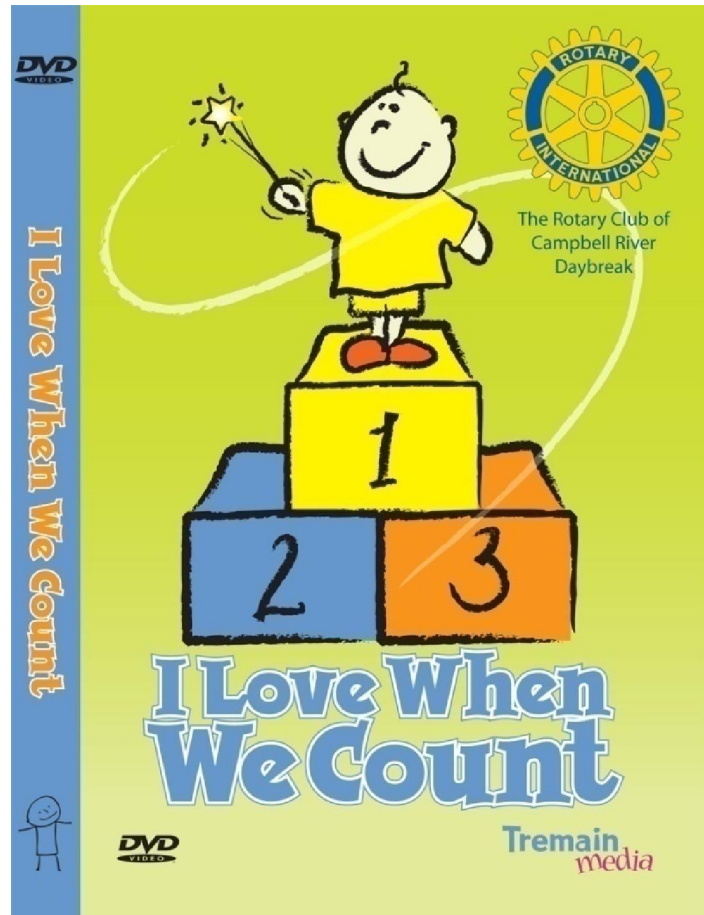
Campbell River Daybreak Rotary Unveils an Exciting new Literacy Project

Numeracy is Literacy

"I Love When We Count" takes much needed numeracy information and packages it in an engaging DVD. The content is for parents of children ages 0-7. By providing educational content in a DVD format we can share literacy information with busy families and those families with low-literacy.

How You Can Be Involved

Like the dictionary project, Rotary Clubs organize initiatives where the DVD is given to families for free. Your Rotary club is recognized on the cover with your Rotary logo. The President of Rotary International 2007/2008, Wilfred J. Wilkinson, is part of this DVD and provides a special Rotary message to parents. Families are reminded of your club's commitment to literacy and to your community. We will be pooling all Zone 22 orders made before September 26th, 2008 to get the lowest possible bulk rate.



Give the Gift of Literacy

"I Love When We Count" emphasizes family numeracy learning as a part of a child's everyday world. It helps parents integrate and highlight math activities in daily life. "I Love When We Count" is an affordable and deeply impactful literacy service project. Over 55,000 families have received "I Love When You Read" and "I Love When We Count" DVD's as gifts. Let's share these gifts of literacy even further.

For order forms, DVD free samples and pricing information - please contact:

Layne Marshal at layne.marshal@mlmarshal.ca 250-923-0350

Leah Tremain at leah@readtv.com 1-888-843-9428

Kelly Fisher at fisherrk@telus.net