

The Virgin Islands Consortium

Dept. Of Education To Launch 'Look Who's Reading' Campaign On WTJX

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The Virgin Islands Department of Education in conjunction with WTJX Channel 12 will launch its all-new “Look Who’s Reading” campaign on Saturday, July 4 during the PBS station’s live coverage of the St. John parade beginning at 11 a.m.

The video campaign features a host of local celebrities and notables reading a children’s book or short story in an effort to encourage participation in the 7th Annual Governor’s Summer Reading Challenge, which kicked off in the Territory on June 8 and will run through September 11.

“Look Who’s Reading” will debut with renowned St. Croix musician and culture bearer Stanley Jacobs of the legendary Stanley and The Ten Sleepless Knights reading *I Am the Virgin Islands* written by award-winning St. Thomas author, Tiphonie Yanique.

“Reading is a fundamental part of our society. The Education Department is pleased to partner with the Office of the Governor and WTJX Channel 12 to bring this wonderful campaign to our community. As young readers see persons they look up to share the joys of reading in these engaging videos, we hope it will motivate them to pick up a book this summer and read,” said Education Commissioner Sharon McCollum, Ph.D.

Other “Look Who’s Reading” participants will include 2014-15 Miss St. Croix Carnival Queen AnuMaat Davis-Kahina, radio talk show host Abdul Ali, television and radio personality Daren “Bogle” Stevens and more. The spots will air on Channel 12 throughout the summer.

The 7th Annual Governor’s Summer Reading Challenge encourages children enrolled in Kindergarten through 6th grade in the Territory’s public, private and parochial schools to read five or more books this summer. Participating students will receive prizes and enjoy a party at the end of the Challenge. For more information on the 7th Annual Governor’s Summer Reading Challenge, visit www.readfive.org or the Department of Education’s website at www.vide.vi.

Feature Image: From left: 2014-15 Miss St. Croix Carnival Queen AnuMaat Davis-Kahina and Stanley Jacobs of Stanley and the Ten Sleepless Knights.

Image Credit: Department of Education.