

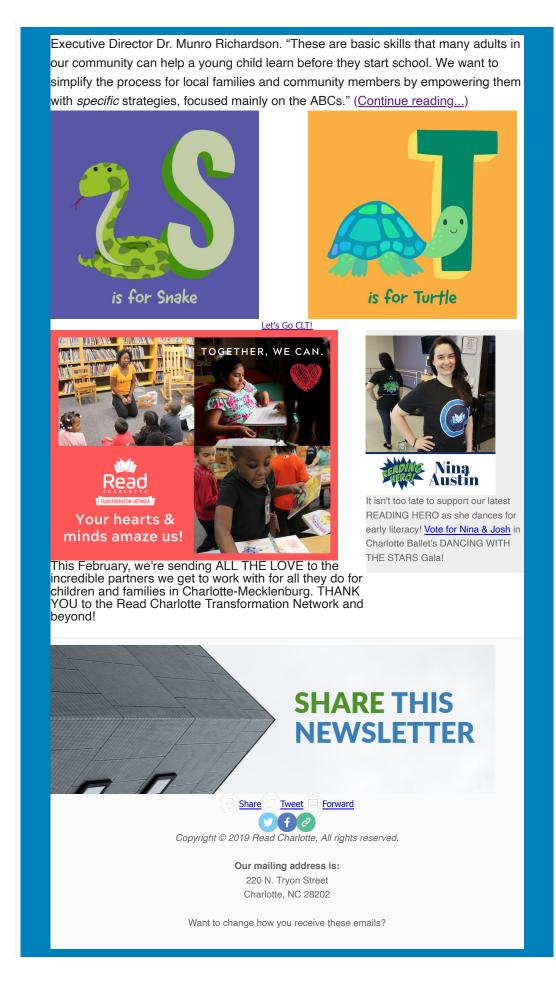
## *LET'S GO CLT* Campaign Aims to Activate Adults To Teach Kids ABCs Before Kindergarten

Read Charlotte announced a new campaign Monday to ignite momentum around teaching key pre-literacy skills, a move that has the potential of significantly improving reading scores in Mecklenburg County.

In Spring 2019, only 46 percent of Charlotte-Mecklenburg Schools third grade students scored at College & Career Ready on the North Carolina state third grade reading assessment.

Research over multiple decades shows that these reading gaps begin before children start school. Ensuring mastery of a few key basic skills before Kindergarten can help close this gap and it increases the odds that children read proficiently by third grade: 1. Learning the ABCs; 2. Learning the sounds that letters make; 3. Writing their own name; and 4. Reading with an adult at least three times a week.

"The solution to improving reading in our community starts with making sure all of our children get these basic fundamentals before they start Kindergarten. We can make a big difference by simply zeroing in on a few skills," says Read Charlotte



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