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#SDRocksReading Campaign Promotes Literacy through Social Media

COUNCILMEMBER LORIE ZAPF ISSUES PROCLAMATION IN HONOR OF INTERNATIONAL LITERACY DAY IN SAN DIEGO

SAN DIEGO – Working to promote literacy and lifelong learning, the City of San Diego Public Library is partnering with California Coast Credit Union for San Diego Rocks Reading, a social media photo contest and city-wide campaign. The San Diego Public Library hosted a celebration on Sept. 8, the 50th anniversary of International Literacy Day, to kick off the campaign at the Central Library @ Joan A Irwin Jacobs Common. Through Sept. 24, prizes will be awarded for the best reading photos posted on social media platforms using the hashtag #SDRocksReading.

In San Diego County, there are more than 450,000 adults who struggle with reading and writing. The San Diego Public Library offers a variety of educational programs and services for adults and families, such as READ/San Diego, a free literacy instruction service that provides one-on-one tutoring.

“Being illiterate can prevent a person from finishing school, getting a job or even managing their health,” said Library Director Misty Jones. “Learning to read opens up a world of possibilities, providing new opportunities and perspectives.”

The United Nations Educational, Scientific and Cultural Organization (UNESCO) first proclaimed Sept. 8 as International Literacy Day in 1966 to mobilize the international community and to promote literacy as an instrument to empower individuals, communities and societies. During this year’s kick-off event at the Central Library, District 2 City Councilmember Lorie Zapf issued a proclamation declaring Sept. 8 International Literacy Day in San Diego.

“As a child, my world was very narrow, reading opened up the world to me,” said City Councilmember Lorie Zapf. “I am thrilled to help promote this effort because I truly believe reading is the most powerful gift we can give to our children.”

As the official financial partner for the City of San Diego, California Coast Credit Union supports financial education through free workshops at City libraries and other facilities. Through Oct. 31, anyone who opens a new membership with California Coast Credit Union will receive \$50 in their new account and the credit union will make a \$50 donation to the San Diego Public Library.

“It’s surprising to learn that one in seven people in San Diego County struggles with illiteracy,” said Todd Lane, CEO of California Coast Credit Union. “As part of our values-based culture and our partnership with the City of San Diego, we are committed to doing our part to help promote literacy by supporting this campaign and continuing to find ways to improve the quality of life in the communities we serve.”

On Sept. 17, California Coast Credit Union will host story time programs with celebrity readers at bank branches in Mira Mesa, Clairemont and Chula Vista. For more information on the campaign, visit www.SDRocksReading.com.

About the San Diego Public Library

San Diego Public Library, which is the largest library system in the region, serves a population of more than 1.3 million people. Its mission is to inspire lifelong learning through connections to knowledge and each other. Learn about other events at the San Diego Central Library @ Joan A Irwin Jacobs Common and 35 community branch libraries, find links to numerous additional resources, or search for materials in the Library’s online catalog at www.sandiegolibrary.org.

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