



The Path to Literacy Begins at Home with *Family Literacy Fun*

ABC Life Literacy Canada and Natrel announce the third edition of Family Literacy Fun, a collection of family learning activities.

(Toronto, ON – January 19, 2015) – *Family Literacy Fun* offers parents a wide variety of ways to help develop children’s literacy skills and engage them in learning while keeping their own skills sharp. Games, rhymes and songs are among the colourfully illustrated *Family Literacy Fun* activities, as well as crafts, sign language, recipes, book lists, and a selection of yoga exercises.

“Spending time each day learning at home builds the foundations for lifelong learning,” says Gillian Mason, President of ABC Life Literacy Canada. “We are delighted to have the support of Natrel so we can offer Canadian families a terrific resource like *Family Literacy Fun*.”

“Natrel is committed to helping children reach their full potential—and literacy activities are a great way to start them on the right path,” says Stéphane Renaud, National Marketing Director at Natrel. “*Family Literacy Fun* offers engaging activities for children and parents to connect and have fun learning. When families learn together, parents and children strengthen their skills and develop excellent habits that children can take with them as they grow.”

How we interact with our children is key to the development of their literacy skills and family literacy provides ways to engage the whole family. It’s never too early or too late to talk, sing and read with your children. Here are some tips from the Centre for Literacy to get started:

- Rhymes, chants, songs and storytelling create a rich environment for language development. Use any language you want!
- Children learn through rhythm, rhyme and repetition. Simple learning exercises can often be taught through songs and poems.
- Speak with your child rather than at them. Don’t forget to listen to what your child has to say, whether it is first words or baby’s babbling.
- By reading, talking, drawing and playing with children you are helping them develop skills they will use forever.

Family Literacy Fun resources were developed by ABC Life Literacy Canada with support from Natrel and are available to download for free online in English at www.FamilyLiteracyFun.ca and at www.lireetjouerenfamille.ca in French.

About Agropur

Founded in 1938, Agropur is an important player in the North American dairy industry. With sales of \$3.8 billion at the end of the 2013 fiscal year, the Cooperative is a source of pride for its 3,554 dairy producer owners and 7,500 employees. Agropur now processes more than 5.1 billion litres (11.2 billion pounds) of milk per year in its 36 plants across North America, and boasts an impressive line of products that includes such prestigious brands as Natrel, Québon, OKA, Farmers, Central Dairies, Sealtest, biPro, Island Farms, Agropur Grand Cheddar and finally Olympic and iögo, from Ultima Food, a Agropur Cooperative joint venture. Visit www.agropur.com

About ABC Life Literacy Canada

[ABC Life Literacy Canada](http://www.abclifeliteracy.ca) is a non-profit organization that inspires Canadians to increase their literacy and essential skills. We mobilize business, government and communities to support lifelong learning and achieve our goals through leadership in programs, communications and partnerships. ABC Life Literacy Canada envisions a Canada where everyone has the skills they need to live a fully engaged life. For the latest news and information on adult literacy please visit www.abclifeliteracy.ca or stay connected with us through [Twitter](#), [Facebook](#) and [LinkedIn](#).

For more information, please contact:

Stephanie Wells
Communications Manager
ABC Life Literacy Canada
1-800-303-1004 ext. 122
swells@abclifeliteracy.ca