

## MEDIA RELEASE

### **Beaverbrook School Celebrates Family Literacy Week with Community Partners**

(Moncton, N.B. – January 25th) School District 2 Superintendent Karen Branscombe is happy to announce the launch of two exciting programs this week at Beaverbrook School. Beaverbrook School will be hosting the launch of the Moncton Boys and Girls Club's 'Power Up' Program and the Moncton Wildcats Hockey Club's 'Reading Is Wild' Program.

Beaverbrook School Staff and Principal Mike Bell invite students and their families and members of the media to join them and their community partners for a celebration of Family Literacy Week with a spaghetti supper and the launch of the 'Power Up' and Reading is Wild programs on Wednesday, January 27<sup>th</sup> at 5:30pm.

Power Up! Is a national academic enhancement program developed by Boys and Girls Clubs of Canada, with the support of Fidelity Investments Canada that creates a positive, supportive environment for academic achievement. It helps children to develop positive attitudes toward learning, self-directed study habits and enables them to explore learning tools and resources, with the help of caring adult mentors, who assist them with setting and achieving their learning goals.

The Power Up program runs for 16 weeks, and challenges youth to set and meet an educational goal, with an opportunity to win prizes and be recognized for their efforts at the Moncton Boys and Girls Club (MBGC) Awards Ceremony. Students will work with their teachers and parents to determine which goals they would like to reach. Derrick Beardsworth MBGC Program Director will present information about the program at the supper and invite parents to join their children's teachers in supporting and mentoring their children to reach their educational goals.

"Reading is wild, now in its 12th year, is a project between the Moncton Wildcats and local schools that encourages students the importance of reading. To date participating students have read more that 488,000 books. This year's participating schools, which are Beaverbrook, West Riverview, Forest Glen and Dorchester, will be encouraged to learn that reading is indeed wild" says Bill Schurman, General Manager Moncton Wildcats.

Bill Schurman, along with Wild Willie and team member Kirill Kabanov will participate in the launch by sharing with Beaverbrook School students and families the importance of goal setting and team work. The children will have an opportunity to meet a Moncton favorite Wild Willie and to get an autograph from Mr. Kabanov.

Beaverbrook was designated as a Community School in the fall of 2007, and has been building relationships with community partners to support student learning ever since. A Community School fosters relationships that transform a traditional school into a centre of opportunity for children, youth, families and communities. When a community school is established, parents, businesses and community members work in **partnership** with educators to support schools as centers of learning for their communities by leveraging the physical, intellectual and cultural resources in the community around them. A community school acts to strengthen the sense of community by serving as a hub of community activity and development.

Beaverbrook School wishes to thank the following partners for their support of this event: Moncton Boys and Girls Club, Moncton Wild Cats, Sobeys – Dieppe, RCMP Community Program Officer, and Social Development Community Involvement Coordinator.

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