



Media Release

Thursday 30 November 2017

Selwyn baby book launched

Selwyn District Libraries have launched a new book featuring local babies.

'Babies are Brave' is a bi-lingual Māori/English book featuring Waikirikiri tamariki. This book will be part of the free Selwyn District Libraries baby pack that will be rolled out in 2018 to grow and spread a love of reading throughout the district. The baby pack will be distributed through Plunket to Selwyn new-borns. 'Babies are Brave' is also available now for purchase from Selwyn District Libraries.

On Wednesday 22 November staff held a book launch at Lincoln Library and invited all the children featured in the publication, for a celebration featuring cake and a storytime session with 'Babies are Brave'.

Libraries Manager Vicki Carlyon says research shows that an early exposure to books and stories substantially contributes to success in early literacy.

"There are strong links between literacy, school performance, self-esteem and life chances with poor literacy skills being linked with lower education, earnings, health and social outcomes", she says.

Staff hope this initiative will be as successful as 'Bookstart', the world's first book-gifting programme which began in 1992 and today reaches children across the United Kingdom.

PHOTO: Jessica, now aged 2.5 years old, features in 'Babies are Brave', a Selwyn District Libraries publication which will be available for Selwyn babies in 2018.

ENDS

Selwyn District Council media

027 556 8298

media@selwyn.govt.nz