



Combined Children's Book Week and Screen-Free Week Celebration: May 1-7, 2017

Campaign for a Commercial-Free Childhood, sponsor of Screen-Free Week, has announced its partnership with Every Child a Reader, sponsor of Children's Book Week.

NEW YORK, NEW YORK, UNITED STATES, December 16, 2016 /EINPresswire.com/ -- [Campaign for a Commercial-Free Childhood](#), sponsor of Screen-Free Week, has announced its partnership with [Every Child a Reader](#), sponsor of Children's Book Week, in a joint celebration to take place May 1 – 7, 2017. Families, schools, libraries, bookstores, and communities will pledge to turn off screen-based entertainment for one week of unplugged fun and reading together.

Research shows that children who spend less time with screens do better in school, sleep longer, eat better, get more exercise, and spend more time with their families. "Reading is one of the very best ways to unplug during Screen Free Week and throughout the year," says Jean Rogers, Screen Time Program Manager at Campaign for a Commercial-Free Childhood. "We are delighted to partner with Every Child a Reader to introduce our combined celebrations."

Shaina Birkhead, Programming and Strategic Partnerships Director of the Children's Book Council and Every Child a Reader, added that "this is the perfect match of goals: for children and families to read more and to organize events to be together with a book. We will be providing event kits and downloadable activities for the week at our websites in the new year."

Every Child a Reader is a literacy organization that runs popular national programs including Children's Book Week, the longest-running literacy initiative in the country. Launched in 1919, Children's Book Week will commemorate its 98th anniversary in May 2017. Every Child a Reader is a 501(c)(3) charity funded by individual and corporate donations and by the support of the Children's Book Council.

Campaign for a Commercial-Free Childhood's mission is to support parents' efforts to raise healthy families by limiting commercial access to children and ending the exploitive practice of child-targeted marketing.

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