



Worldreader Brings Families Around the World Together for First-Ever All Families Reading Challenge

Global conversation on early literacy and health outcomes marks kickoff of month-long International Literacy Month campaign

SEATTLE, WA, UNITED STATES, September 2, 2026 /EINPresswire.com/ -- [Worldreader](#), a global technology nonprofit on a mission to get families reading, today announced the first-ever All Families Reading Challenge during the “Connecting Health and Early Literacy for Families around the World” webinar.

Hosted in partnership with the [Early Childhood Development Action Network \(ECDAN\)](#) and the [Bezos Family Foundation](#), the webinar brought together global leaders, practitioners and families to explore the powerful connections between health, early childhood development and literacy.

The global discussion highlighted how integrated approaches to health and education can help parents and caregivers give children a strong foundation for lifelong learning. Speakers explored the relationship between early literacy and child health and development, as well as the important role families play in creating opportunities for children to learn and thrive from the earliest years.

Because much of a young child’s early development happens outside the classroom, everyday experiences, including talking, singing and reading together, play an important role in building language, social-emotional and early learning skills. These simple interactions give parents and caregivers meaningful opportunities to support children’s development while strengthening connection and a love of learning.

Building on this conversation, Worldreader announced the launch of the All Families Reading Challenge, a global International Literacy Month campaign designed to celebrate family engagement, joyful reading and school readiness. The month-long challenge will be hosted on BookSmart (www.worldreader.org/booksmart), Worldreader’s digital reading platform, and invites families with children ages 0–5 to read together in Arabic, English, French, Kiswahili and Spanish.

The All Families Reading Challenge reflects Worldreader’s belief that building a culture of reading

begins long before a child enters a classroom. By making it easy for families to read together in the languages they speak and on the devices they already use, the challenge aims to create reading habits that are accessible, inclusive and meaningful for families around the world.

The organization sees strong momentum with its reading challenges in helping children and families build daily reading habits using mobile technology. Across the globe in 2026, families who completed a 10-book challenge went on to read an additional 10 books per month.

“The All Families Reading Challenge is an invitation to families everywhere to make reading part of their everyday lives,” said Rebecca Chandler Legee, CEO of Worldreader. “Across the globe, we’re excited for this opportunity to demonstrate the value of reading together while also creating joy, connection and opportunity.”

The All Families Reading Challenge is supported by the Bezos Family Foundation and the Singer Family Foundation. Family engagement champions include Al Kotob Khan Publishing, Aspire Achievement Project, Burst Into Books, Early Childhood Action Network (ECDAN), Florida Grade-Level Reading Campaign (FACCT), Fundación Azteca Guatemala, LaAmistad, My Special Word, Nal'ibali, Page by Page, Planning Your Success Chicago, Play Smart Literacy, Sabin Vaccine Institute, Safaricom, SHOFCO, SmartStart (Early Learning), Talk Today USA, United Way Ghana, United Way Guatemala, United Way South Africa, United Way Spain, Uniti Networks, and WayFree.

Families, literacy advocates, educators, organizations and partners around the world can register for the All Families Reading Challenge by visiting www.worldreader.org/all-families-reading-challenge-2026.

About Worldreader

Worldreader is a global tech nonprofit on a mission to get families reading. By supporting parents and caregivers with free, accessible digital tools and resources, Worldreader builds reading routines that improve children's learning outcomes and social-emotional skills in underserved communities worldwide. Since 2010, Worldreader has reached more than 22 million readers worldwide.

BookSmart, powered by Worldreader, is a free digital app that helps parents and caregivers build simple, daily reading routines with young children. Through thousands of culturally relevant books, activities, and practical tips, BookSmart supports shared reading experiences that strengthen early learning and family connection. BookSmart meets families where they are, on the devices they already use, making it easy to read together anytime, anywhere. Learn more at www.worldreader.org.

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