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[Library Name] to Launch Stork Storytime to Help Families Deliver Literacy

Families are faced with many changes after baby arrives but implementing a daily reading routine doesn't need to be one of them.

Today the [Library Name] announced it will launch a new program — Stork Storytime — to help growing families deliver literacy to their children. While many early literacy programs focus on children after they're born, Stork Storytime delivers literacy before a child's arrival by focusing on the expecting family.

"Reading and literacy skills are a critical part of a child's future success," said [Librarian's Name and Title]. "And as a child's first teacher, caregivers are a vital part of how kids learn the value of literacy and to build the habit of reading. We're excited to be able to help growing families in our community deliver literacy to children."

The library's Stork Storytime program encourages families to develop a reading routine before baby (and chaos) arrive, empowering caregivers to become more confident as a child's first teacher. By encouraging expecting families to do 100 "read alouds" before baby arrives, adults become more comfortable reading out loud, children can practice their literacy skills, and families can build a routine around reading, creating a bonding experience that sets the tone and expectation that reading is important and valued at home.

The Stork Storytime initiative was started in 2015 at the North Liberty (Iowa) Community Library by a librarian who recognized the struggle she had had starting a reading habit once her own baby was born.

[Optional Boilerplate About Your Library]

To learn more about how the program can help you, visit your library at [Physical Address] or online at [Website].

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