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## NEWS RELEASE

### County Administrative Office

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## Board endorses Vision2Read literacy campaign

Vision2Read, a year-long campaign designed to help improve literacy throughout San Bernardino County by connecting people to literacy programs - whether they need help or are able to help - was endorsed by the Board of Supervisors today as part of its recognition of National Literacy Month.

About 60 percent of San Bernardino County third graders are not proficient in reading, scoring lower than their peers in neighboring Riverside, Los Angeles and Orange counties on the 2013 California Standards Test. Reading at grade level by the third grade is one of the greatest predictors of children's success in school, their likelihood of going to college, and their future earning potential, according to a 2010 study by the Annie E. Casey Foundation.

"Vision2Read is an opportunity for all sectors and members of the San Bernardino County community to engage and take action to support literacy and the success of every child from cradle to career," said Board of Supervisors Chairman James Ramos. "Literacy has a profound impact on several elements of the Vision we have for our county, including jobs and the economy, public safety, education, and wellness."

The Vision2Read campaign kicks off with a Saturday, Sept. 19 Family Reading Rally held by the San Bernardino County Superintendent of Schools at Cal State University San Bernardino. More than 5,000 children and their families are expected to attend the Reading Rally from 8 a.m. to 1 p.m. to participate in interactive workshops, learn about the importance of reading and obtain free books.

Throughout the year, [Vision2Read.com](http://Vision2Read.com) will serve as a reading and literacy portal to include literacy facts, resources and services, event information and volunteer opportunities in partnership with the Inland Empire United Way and its 2-1-1 San Bernardino County and HandsOn Inland Empire programs. The web site will go live next week.

All of San Bernardino County is encouraged to get involved in Vision2Read to help raise the bar for literacy in our community and advance our efforts to achieve the [Countywide Vision](#), adopted in June 2011 by the Board of Supervisors and the San Bernardino Associated Governments Board of Directors, which includes the County Board members and a mayor or council member from each of the county's 24 cities and towns.

Vision2Read helps achieve both regional goals of the Countywide Vision - supporting the success of every child from cradle to career and establishing the county as a model in the state where local government, regulatory agencies and communities are truly business-friendly.

