

## WAN-IFRA commemorates Literacy Day with serial story

In celebration of International Literacy Day on 8 September 2010, the World Association of Newspapers and Publishers (WAN-IFRA) is offering a free, twelve-part serial story for children to the world's newspapers to publish and to encourage family reading.



WAN-IFRA is also offering newspapers advice on how to promote the serial, as well as companion materials to build reading comprehension and writing skills. All the materials are available at the ['Celebrating Literacy' site](#), part of WAN-IFRA's Young Readership Development activities. Newspapers have until the end of the year to use the story, which is available in English and Spanish but can be translated into any language.

### Fourth story distributed

"The Legend of the Pony's Tears", written and donated by author Mary Maden and illustrated by Vicki Wallace, is the fourth annual story to be offered by WAN-IFRA for publication on or around International Literacy Day. Newspapers in 26 countries, with a combined circulation of four million, published last year's story.

This year's story targets upper primary school students and follows a Native American boy named Little Wolf as he faces hardships, which he survives with the help of woodland creatures and the wild pony he has befriended.

"Besides offering a thoughtful, multicultural story, the series offers a newspaper lots of openings to connect with youth," says Aralynn McMane, executive director of Young Readership Development at WAN-IFRA.

### Promotional partnerships

Newspapers in many countries have developed partnerships and promotions with local advertisers around the stories. For example, The Philippines *Daily Inquirer* worked with Bench, a local home furnishings store, to provide nearly 2,000 copies each week to 16 school classes. Newspapers have also developed digital promotions, such as celebrities reading the story for a podcast or video.

To accompany the story, the Paris-based *Sardine Features* is offering a free set of sidebars and photos about wolves, eagles and cougars, concentrating on the crucial biodiversity that real woodland creatures provide.

For more information, go to [www.wan-press.org/nie/articles.php?id=2486](http://www.wan-press.org/nie/articles.php?id=2486).

In addition to providing suggestions on how to promote the story, WAN-IFRA is inviting newspaper professionals to share their promotional ideas in a discussion group on the World Young Network online community. To join the network, go to [www.wan-press.org/nie/wywn.php](http://www.wan-press.org/nie/wywn.php).