

TMC

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Reading Caravan Makes Stop at TMC Centers in TX

Laredo, TX – The Lee y Seras Caravan sponsored by Scholastic made a stop in Laredo on Friday September 12 and in Uvalde on September 11 to promote the importance of reading at TMC’s Henry Bonilla Infant & Toddler Center this Friday. The Caravan made its way from California with stops in Fort Stockton and at TMC’s Uvalde Center, as it made its way to Laredo.

The Scholastic Lee y Seras Caravan is a tool to enhance the learning that happens in home or school classroom. Caravan visits include storytelling, arts and crafts, a video – and each visit ends with a free book giveaway for the children/students.

This mobile classroom reinforces strategies for developing a literacy rich environment where children can learn language and vocabulary, print awareness and appreciation, and listening skills. “In our Centers we stress the importance of reading to the parents, this Caravan allows the parents to participate in literacy building activities, stated Mary Capello–CEO.

Background

The *Lee y Seras* early literacy initiative aims to support parents and communities in building early literacy skills among latino children from birth to age eight. The goal of *Lee y Seras* is to create long term attitudinal and behavior changes in parent and early care providers in an effort to help close the education achievement gap.