

TMC, Inc.

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NCLR Awards Lee y seras Grant to TMC

Laredo, TX - The National Council of La Raza (NCLR), Scholastic and Verizon have awarded TMC a grant in the amount of \$35,000 to administer the *Lee y seras* initiative. 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.

“We are excited about this new program and thank NCLR for acknowledging our experience with early childhood education initiatives in the communities we serve, stated Mary Capello-CEO”

Background

The *Lee y seras* initiative evolved from the Love to Read project funded by Verizon in 2002-2004. In 2004, NCLR partnered with Scholastic to jointly develop the *Lee y seras* early literacy initiative, which aims to address some of the key issues that contribute to the achievement gap even before children enter school, including limited oral and vocabulary skills; lack of literacy-rich environments; limited use of native language and culture as valuable tools for learning; and limited parent engagement in their young children’s learning process.

As national partners, NCLR, Scholastic, and Verizon are the principal designers and investors of the initiative. With expertise on community education, development, and training, NCLR is primarily responsible for coordinating the development and implementation of the program with each of the local partners with support from Scholastic.