



# LET'S READ Launch

Let's Read was officially launched on August 30, 2005 at the Maritime Museum in Sydney during National Literacy and Numeracy Week.

Monica Trapaga of Channel 7's Playhouse Disney hosted the evening.

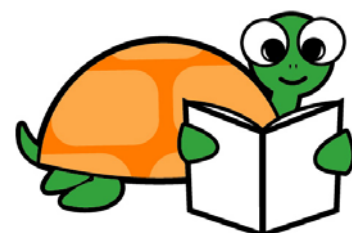


Professor Frank Oberklaid, director of Centre for Community Child Health gave an overview of Let's Read and discussed research findings that link literacy to better health outcomes and life chances.

Rob Simonds, National Manager, Strategy Research & Social Policy, The Smith Family spoke about the research findings that reading failure disproportionately affects the disadvantaged; the importance of ensuring all children have access to the program and the need to empower local communities.



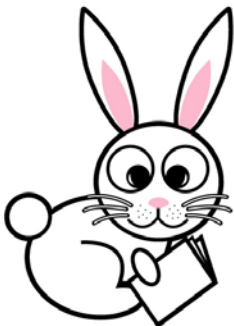
John Simpson, Director, The Shell Company of Australia Limited discussed Shell's commitment to the program and investment in the community.



Mem Fox, award-winning children's author, and Monica ended the evening by reading with children.



4-year-old Lila helped cut the Let's Read cake.



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