



FOR IMMEDIATE RELEASE
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Contact: Laura Mancini, Library Director
Northville District Library
248.349.3020, ext. 206
lmancini@northvillelibrary.org

NDL introduces TALK: Text & Learn for Kindergarten to Northville in January 2023

Northville, MI: Parents are incredibly busy but want the best for their young children. Libraries, such as NDL, want to help make it easier for families to enjoy various fun, educational activities together that also help prepare children for school success.

Introducing: “TALK: Text and Learn”, or just ‘TALK’ as it is more commonly referred to. It’s a convenient opt-in messaging service that offers a variety of suggestions for family activities that focus on developing literacy competencies. The TALK program is based on the National Every Child Ready To Read program that encourages families to read, write, sing, talk, and play together. It was created in 2017 with the intention of helping parents get their children prepared for high achievement in school and has only grown in scope from there. TALK helps build pre-literacy skills, including hearing letter sounds, building hand muscles and dexterity, and recognizing letters and numbers. Activities are age-appropriate and also encourage the building of STEM and social-emotional skills. There are currently 205 libraries participating across both Michigan and Indiana, and more libraries are joining every day.

Parents with children ages 5 and younger are encouraged to sign up for TALK! It’s free to sign up but standard data and messaging rates may apply based on your mobile service plan. Registrants will receive about 8 – 10 text messages per month that suggest fun projects or play parents can do with their children.

Example texts include:

- **PLAY:** Show baby their face in the mirror, try to get them smiling or cooing at themselves. Bab can learn about their body & build social skills. (for babies)
- **READ:** Babies like to open and close books, hand them to you, or stack them like blocks. This makes books fun & trains baby’s eyes and muscles to work together (for babies)
- **SING:** Put on a concert with your toddler. Invite all of the stuffed animals. Use spoons as your microphones & sing your favorite songs. (for toddlers)
- **TALK:** As your child washes up ask, “What sound does sss-oap start with? What else starts with the sss sound?” Work together to list words like sock and silly. (for preschoolers)

Once your child starts kindergarten, NDL and your child’s teachers can recommend activities to build on the foundation you’ve established with TALK. You’re also able to opt out of TALK at any time after signing up. TALK has a helpful FAQ section on its website, located online at: textolearn.com. TALK is also active on Facebook and their Facebook page can be found here: <https://bit.ly/FBTALK>



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TALK will not share your information with anyone and is stored on secure servers. TALK only asks for your child's birthday to make sure activities are tailored to their age, and your zip code to send local library storytimes and other free, relevant, educational children's events.

TALK is an optional service. By providing your phone number to sign-up, you opt-in to receiving developmentally appropriate activities through text based on the information you provide, such as your child's age, language preference, and Zip Code.

This project was made possible in part by the Institute of Museum and Library Services.

For more information, visit Northville District Library on Facebook here: <https://fb.me/e/1tmeL5Nyb>, visit our website at: northvillelibrary.org, email our teen librarian: nmolnar@northvillelibrary.org or telephone the Library at 248-349-3020 ext. 222.



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Make any time learning time!



TALK

Text And Learn for Kindergarten

Sign up today!

Text TALK to 75547

Get messages with fun
activities to help prepare your
little one for school success.

For more information visit texttolearn.com.  facebook.com/texttolearn



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Talk, read,
sing, write, play
every day!

Sample texts:

READ: Children who recognize common words like AT or THE have a head start reading. Pick one & look for it everywhere: in books, on menus, at the store.

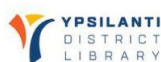
PLAY: Babies love the sound of paper. Build listening and motor skills by letting baby rip scrap paper. Crinkle into a ball for more fun!

Sign up today! Text **TALK** to **75547**



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Available throughout Michigan in partnership with your local library, Library of Michigan, Midwest Collaborative for Library Services, Ypsilanti District Library, and HighScope Educational Research Foundation.

Summary Terms & Conditions: Our mobile text messages are intended for subscribers over the age of 13 and are delivered via U.S. short code 75547. You will receive 8-10 messages per month for TALK. Subscribers may opt into this service via the registration form on www.texttolearn.com or by texting the keywords 'START' or 'TALK' to 75547. Message and data rates may apply. Carriers are not liable for delayed or undelivered messages. To view our terms of service and privacy policy, visit www.texttolearn.com/privacy-policy.