

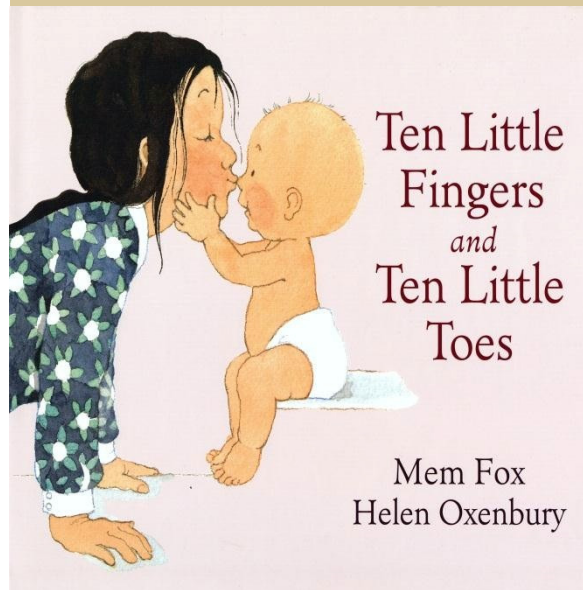
# BOOKS FOR BABIES



## A Rotary Literacy Project for Young Australians

“To learn to read is to light a fire; every syllable that is spelled out is a spark.”  
- Victor Hugo

Rotary   
Districts 9500 & 9520



## Ten Little Fingers and Ten Little Toes

**AUTHOR: MEM FOX**

**ILLUSTRATOR: HELEN OXENBURY**

As everyone knows, *nothing* is sweeter than tiny baby fingers and chubby baby toes ...

From two of the most gifted picture book creators of our time, here is a celebration of baby fingers, baby toes and the joy they—and the babies they belong to—bring to everyone, everywhere, all over the world!”

Penguin Australia

## A Gift to Babies to Celebrate Rotary's Birthday

Rotary International celebrates its anniversary on 23 February. In the week surrounding that date in 2016, it is estimated that some 400 babies will be born in hospitals in Districts 9500 and 9520. What better way to celebrate than to present mums and dads of new babies with a gift towards early literacy development.

In association with Penguin Australia and best-selling children's author Mem Fox, a special edition of *Ten Little Fingers and Ten Little Toes* will be available for clubs to purchase at the discounted price of \$6.74 each (incl GST).

Certificates will be provided for one to be affixed to the inside front cover of each book, identifying your club and a space to include the baby's name.

## Books for Babies in Your Club

Your club can take advantage of this ready-made literacy project to generate local recognition.

Maternity hospitals have been identified in your district and you will be advised of the estimated number of births. Rotary clubs in the catchment area will be identified and contacted for the name of a club representative to guide the project for distribution during the week of 23 February 2016. Depending upon the estimated number of births, clubs could combine with other clubs in the area.

Your club representative will be provided with an easy ordering system direct with Penguin Australia.

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This project has been introduced to South Australia as an initiative of the Rotary Club of Adelaide West, is a joint project of Rotary Districts 9500 and 9520 and is supported by Zone 8 RI Public Image Coordinator.

### Celebrate Rotary's Birthday with a gift to babies on their birth day ...

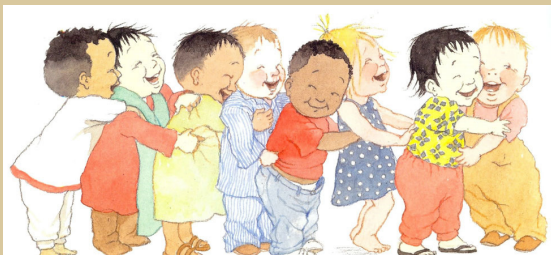
*Literacy is one of the Five Areas of Focus of Rotary International.*

*Rotary International celebrates its birthday on 23 February.*

*Here is a heart-warming ready-made Community Service project that raises public awareness of Rotary as well as promoting and encouraging a love of books and reading.*

*This appealing book carries a message which echoes Rotary's ethos of no discrimination on the grounds of gender, colour or religion.*

*With our multi-cultural society, many babies born today will be first-generation Australians whose parents' first language will not be English.*



## CONTACT

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