



Atlantic Provinces Library Association
School of Information Management, Faculty of Management
Kenneth C. Rowe Management Building
6100 University Avenue
Halifax, NS B3H 3J5

October 15, 2012

Sarah Cooper
Director, National Reading Campaign

Dear Ms. Cooper,

I am writing to express the strong support of the Atlantic Provinces Library Association (APLA) for the principles and goals of the National Reading Campaign.

APLA's mandate to promote library and information service in Atlantic Canada clearly aligns with your organization's vision of a sustainable and equitable reading society in Canada. We understand that a community engaged in reading tends to be healthier, more economically sound, and safer. The positive impacts of reading programs on our communities are undeniable. Advancing support for libraries and reading programs is an essential and extremely positive use of Canadian tax dollars.

The challenges our two organizations face, with limited funding and support for libraries, authors, teachers and publishers, are substantial. Advocacy, education, community engagement and promotion are all important aspects of the work we have ahead in making reading a national priority for Canada.

Your campaign and contests will be well supported by the members of APLA. We wish you success and offer our communications networks as a support for promotion of all your activities.

Sincerely,

Lou Duggan
President