

WORD UP

Words UNITE

www.gethackneyreading.com

The latest on the community-wide campaign to Get Hackney Reading

14th September 2007

Latest News

Words Unite Website LIVE

You can now register at www.gethackneyreading.com and Get Hackney Reading.

The Partner Section includes:

- How to get involved
- FAQs
- Online resource centre
- Fax back order form for promotional items
- Forum
- Logo downloads
- Marketing tool kit and guide
- Calendar of events

The screenshot shows the homepage of the Words Unite website. At the top, there is a navigation menu with links for 'Intro', 'Parents', 'Adult Learning', 'Young People', 'K12 Zone', 'Press', 'Partners', and 'Contact'. Below the menu is a large image of a woman reading to a young girl. To the right of the image is a 'UPCOMING EVENTS' section listing 'September events', 'October events', and 'November events', each with a 'Read more' link. Below the image is a 'WELCOME TO WORDS UNITE' section with a paragraph about the project's goals and a 'Read more' link. To the right of this is a 'LATEST NEWS' section with a heading 'Words Unite Funding Available' and a 'Read more' link. At the bottom of the page are logos for 'the learning trust' and 'Team Hackney Putting Hackney First'.

The poster features the text 'LIVE together read together' in a mix of bold, blocky and cursive fonts. Below the text is the website address 'www.gethackneyreading.com' and the 'Words UNITE' logo. At the bottom, there are logos for 'the learning trust' and 'Team Hackney Putting Hackney First'.

The public section of the website, for adults, parents, kids and young people will be LIVE Saturday 6 October 2007.

Words Unite advertising is underway! Look out for Words Unite in Hackney newspapers, cinemas and bus shelters.

WORDS UNITE FUNDING AVAILABLE

The Learning Trust has created the Innovations Fund and Words Unite Fund to help deliver reading-related projects alongside the Words Unite campaign.

The Innovations Fund is open to all schools and applications close Friday 28 September 2007. Apply [HERE](#)

Words Unite Funds are available to organisations including community groups, linked schools, youth clubs and grassroots teams that are working to benefit and engage the local community. Applications close Monday 8 October 2007. Apply [HERE](#)

Getting Involved

PAINT THE TOWN YELLOW!

Have an event coming up? We have a wide range of Words Unite promotional items available. Use the **fax back order form** and make your event a Words Unite promotion to help Get Hackney Reading.

Contact us at wordsunite@learningtrust.co.uk with any events/activities you have coming up!

Please utilise the **Marketing Toolkit** for poster, invite and press release templates. There is also advice on how to run a successful event, take photographs and get press coverage.

Upcoming Events

Words Unite Community Launch
Saturday 6 October
12-4pm
Hackney Town Hall Square

Hackney is set to come alive with stilt-walkers, belly dancers and giant word board game at a family fun day to launch Words Unite and kick off Family Learning Week 6-14 October. For a complete rundown of events **click here**. For more information about Words Unite events go to **www.gethackneyreading.com**

If you would prefer to receive this newsletter by post contact wordsunite@learningtrust.co.uk or 020 8820 7078

Ideas Galore at Words Unite Partner Launch



If you spot someone with a yellow Words Unite bag, pen or badge - they most probably picked it up at the internal launch of Words Unite on Thursday 6 September.

More than 100 guests, including representatives from libraries, schools, children's centres, community and volunteer organisations, Team Hackney and The Learning Trust, celebrated the launch of Hackney's new campaign to Get Hackney Reading.



Community Comments from workshop discussions and a **Feedback Form** have been sent with this newsletter. Please take a minute to let us know what you thought of the event. Email us or fax 020 8820 7235.