



P R E S S R E L E A S E

READING ...THE BOTTOMLINE!

The Private Sector Organisation of Jamaica (PSOJ), through its Education Committee, today launched “Reading... The Bottomline” under the patronage of Her Excellency The Most Honourable Lady Hall, wife of the Governor General.

Lady Hall as well as the Minister of Education the Hon. Andrew Holness, Mrs. Lorna Golding, wife of the Honorable Prime Minister, Mrs. Sandra Glasgow, CEO of the PSOJ, PSOJ Vice Presidents and leaders of the Jamaican private sector each spent approximately one hour in classrooms in five (5) primary schools in Kingston – St. Michael’s Primary, St. Anne’s Primary, Greenwich All Age, Maxfield Park Primary and John Mills Primary and All Age - and one (1) in St. Mary, Epsom All Age, reading aloud to students. They also used the opportunity to share with the children a little about themselves and the importance of reading, not just for school, but also for pleasure.

“Reading...The Bottomline” is aimed at helping to improve the literacy level among primary school children and will see private sector leaders and their staff reading to primary school children, in their classrooms, on an ongoing basis. In addition, this project will also help to demonstrate to children the important link between reading and career success.

The PSOJ is collaborating with the Ministry of Education, through its Expanding Educational Horizons Project (EEH) to identify the schools in which the students have been performing below the required reading level. The target group under this project is approximately 33,000 students in just over 70 schools island wide. The Education

Ministry will also provide the list of appropriate reading books to be used in the programme.

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By participating in the programme, the Jamaican private sector is again demonstrating in a tangible way, their commitment to the educational development of Jamaica's future leaders. They will also use the opportunity to develop a relationship with the schools through the donation of reading books as well as to provide assistance in any other area that might be required.

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