



## Lebone Centre in Daily Maverick & on Cape Talk Radio Show

Dear Friends, Partners and Funders of the ICDP Trust/Lebone Centre,

### *20 books for 200 families in 2020 Campaign*

We are extremely excited to share the Daily Maverick Citizen and Cape Talk Radio Show links with you, and we thank Rod Amner, Jess Feldtman and Laura du Toit from the Rhodes University Journalist Department for the insightful and meaningful article they wrote in capturing our Campaign.

The article **20 books in every home – the tipping point for children’s literacy** appeared in the Daily Maverick on the 10<sup>th</sup> November, whereafter Cape Talk Radio contacted the Lebone Centre requesting a slot on John Maytham’s show. Cathy did a sterling job during the interview in answering his questions, and it was good publicity for the work of the Centre.

<https://www.dailymaverick.co.za/article/2020-11-09-twenty-books-in-every-home-the-tipping-point-for-childrens-literacy/>

The link to the audio podcast

<https://omny.fm/shows/the-john-maytham-show/lebone-trust-20-books-in-every-home-the-tipping-po>

The Centre’s strategy is as follows:

- Year 1 2020: 20 books in 200 homes, plus gathering baseline information
- Year 2 2021: Research the impact and continue supplying current families that have young children - select 10% sample and get them to 80 books over next two to three years
- Year 3 2022: Start the same process with a new set of 200 families, utilising the research findings to improve the programme.



**Fundraising efforts will continue for our mobile library**

*Take care, be mindful and stay healthy,*

*Anneliese Maritz, Staff and Trustees*