

October 2, 2018

Ms. Ana Irizarry
State & National Editor
The Daily Tar Heel
Chapel Hill, NC 27514

Dear Ana,

On September 28, Grammy-nominated singer SZA tweeted, "Low key feel like books r making a comeback .. could be jus me." The tweet received over 82,000 likes and 15,000 retweets, showing that SZA is certainly not the only one anticipating a resurgence in reading.

In honor of National Book Month, and the North Carolina Library Association plans to use the month of October to encourage young adults to ignite or rediscover their love for literature.

Most young adults cite lack of time or too much stress as a main reason for not reading regularly, so the goal of NCLA sponsored library programming is to show participants how to make time for a book as well as learn about the many mental health benefits associated with taking the time to read for pleasure.

Additionally, in the age of fake news and threats of censorship, the need for strong literacy is at an all time high. Among the mental health benefits, the comprehension skills gained from habitual reading can help people become better consumers of the media, which is now crucial to maintaining an educated, empowered society.

Just as UNC students read your newspaper for stories about the community and world around them, it is the goal of NCLA to help young adults discover the possibilities of what they can explore through literature.

I'll be in touch soon to discuss a potential interview.

Sincerely,

Caroline Norton
PR Representative, North Carolina Library Association