



MEDIA RELEASE

Ruapehu District Council

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KING COUNTRY ENERGY RECOGNISED FOR LONG TERM COMMITMENT TO CHILDHOOD DEVELOPMENT

The long term commitment of King Country Energy (KCE) in sponsoring the Ruapehu Libraries Summer Holiday Reading Programme was recognised last week with the awarding of a special commemorative plaque by council to Helen Peacock, KCE Retail Business Manager.

The plaque was accepted by Ms Peacock on behalf of KCE from Ruapehu District Council (RDC) Chief Executive, David Hammond, at the 'finale party' that is held at the end of the Summer Holiday Reading Programme.

RDC Group Manager Community and Regulation, Marion Smith, said that the support King Country Energy who has sponsored the holiday programme for the past five years has ensured that council could continue to put on this very popular and valuable event and other exciting activities.

"The summer reading programme plays an important role in getting local kids excited about reading and feeling comfortable about using the library and all its 'kid friendly' services," she said.

"One of our aims is to promote reading as a purposeful leisure activity along with encouraging the involvement of caregivers, the fun of reading, and having books in the home."

"The other events we are able to put on are such things as professional story tellers and art activities which all contribute to making the library a fun place to be for young people."

Mrs Smith stated that this year council will be undertaking a detailed review of the Summer Holiday Reading Programme in conjunction with key sponsors to see how it may be developed and improved.

"The aim of the review is to ensure that the programmes and activities offered by Ruapehu libraries continue to appeal to their target communities, assists with library development and provides benefit to our sponsors," she said.

"Research has proven that developing an early love of reading is one of the most powerful tools for creating lifelong learners and so we want this programme to be a success."

DAVID HAMMOND
CHIEF EXECUTIVE

CJH : PRW