



Ah, fall. It's harvest time! Now, the work of caring for the crops is over and the farmer can reap the rewards.

For parents, though, the labors of love are ongoing. Tending children is the daily work of years, not a single season.

But as with farmers, parents know:

THE MORE ONE *sows*, THE GREATER THE *harvest*.

- Babies begin learning at birth, and parents are their first and most important teachers.
- Just **15 minutes** a day of reading aloud from birth is more than **450 hours** of reading time by kindergarten.

Great THINGS
COME FROM
small
BEGINNINGS.

That is why any season is always the season for reading aloud.

What can you do right now to be a better parent and ensure your child reaps the rewards of your hard labors?

Read Aloud **15 MINUTES**.
Every child. Every parent. Every day.

