

MEET THE MOMENT: FOCUS On The Gap(s)!

GLR WEEK

2025

JUL 28-AUG 1

COMMUNICATIONS TOOLKIT

A Virtual Gratitude Reception, from A to Z: CGLR Salutes Aquariums & Zoos

Monday, July 28, 12:30–2 p.m. ET

SOCIAL HANDLES:

Twitter / X:

- [@readingby3rd](#)
- [@ScienceCenters](#)
- [@zoos_aquariums](#)
- [@ACM_Worldwide](#)

Meta:

- [CampaignforGLR](#)
- Association of Children's Museums
- Association of Science and Technology Centers (@sciencecenters)
- The Association of Zoos and Aquariums
- [ALSC - The Association for Library Service to Children](#)

LinkedIn:

- [CampaignforGLR](#)
- Arthur G. Affleck, III, Association of Children's Museums
- Melissa Ballard, Association of Science and Technology Centers
- Ronald Ferguson, The Basics, Inc.
- Kari Hart, Association of Zoos and Aquariums
- Association for Library Service to Children
- Munro Richardson

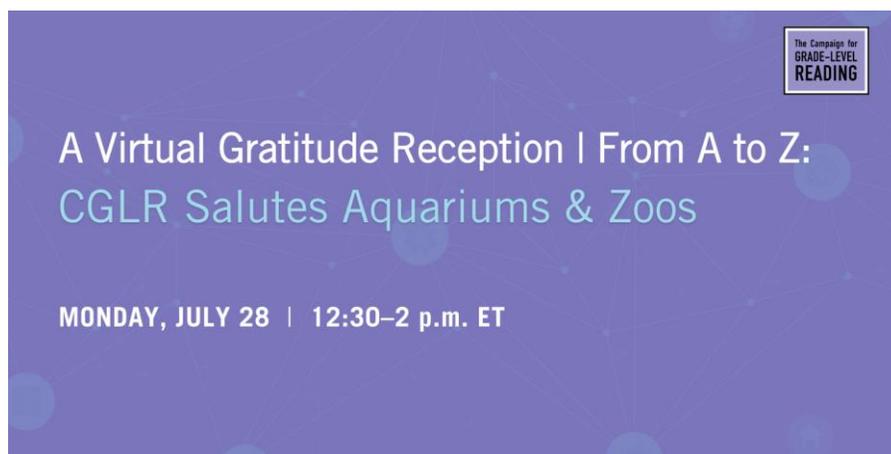
YouTube:

- [@gradelevelreading](#)

HASHTAGS:

#GLRWeek #FocusOnTheGaps
#PlayfulLearning #EDPS

- SESSION GRAPHICS: [DOWNLOAD HERE](#)
- PANELIST PHOTO CARDS (INDIVIDUAL): [DOWNLOAD HERE](#)

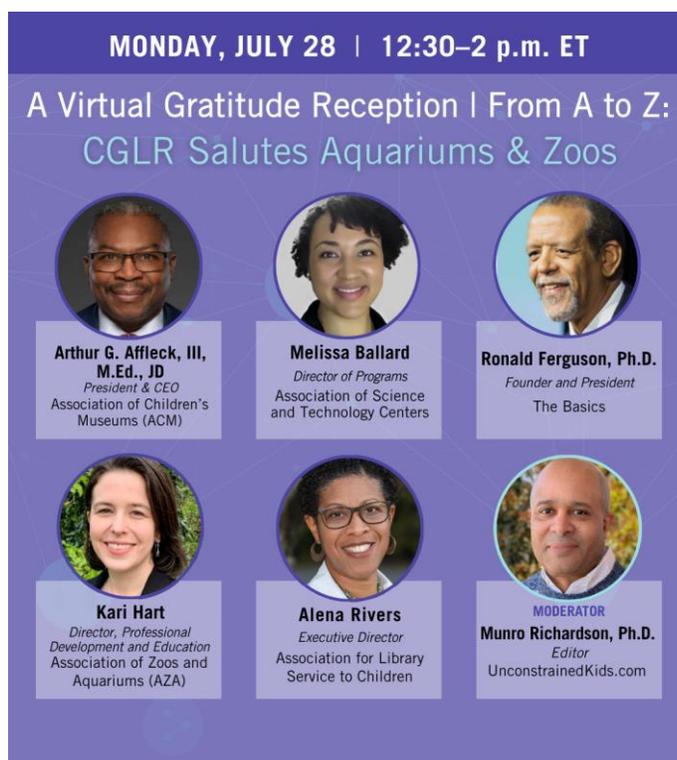


glrweek2025.gradelevelreading.net

#GLRWeek

#FocusOnTheGaps

GLR WEEK 2025



#GLRWeek #FocusOnTheGaps

GLR WEEK 2025

#GLRWeek SAMPLE SOCIAL MEDIA POSTS

Copy/Paste or use as inspiration to craft your own social media messages!

Twitter/X Post	#GLRWeek 2025 will kick off w/ a gratitude session for aquariums & zoos! 7/28 at 12:30pm ET, join @readingby3rd, @ScienceCenters, @zoos_aquariums + @ACM_Worldwide to lift up these meaningful out-of-school opportunities for families to grow + learn together. REGISTER: https://bit.ly/4lkzOOI
Meta Post	A Virtual Gratitude Reception From A to Z: CGLR Salutes Aquariums & Zoos  July 28 12:30–2:00 p.m. ET
+	
LinkedIn Post	Aquariums & zoos do more than entertain — they offer powerful, playful, parent-centered learning experiences that build children’s curiosity, vocabulary, & reading comprehension. Join the Campaign for Grade-Level Reading (CGLR) kick-off #GLRWeek by shining a spotlight on these vital institutions and their role in supporting informal, out-of-school-time learning, especially for children in under-resourced communities. Let’s celebrate & elevate the role of aquariums and zoos in building lifelong learners. 🙌 Register now: https://bit.ly/44yT04C Panelists include: Arthur G. Affleck, III, Association of Children's Museums; Melissa Ballard, Association of Science and Technology Centers; Ronald Ferguson, The Basics, Inc.; Kari Hart, Association of Zoos and Aquariums; Alena Rivers, Association for Library Service to Children; and Munro Richardson (Unconstrainedkids.com) will moderate! #GLRWeek2025 #PlayfulLearning #EverydayPlacesAndSpaces #EDPS

NEWSLETTER BLURB:

July 28, 12:30-2 p.m. ET

A Virtual Gratitude Reception – From A to Z: CGLR Salutes Aquariums & Zoos

In this year’s GLR Week Gratitude Session, the Campaign for Grade-Level Reading (CGLR) will celebrate the role that aquariums and zoos play in ensuring community-wide access to informal, parent-centered, playful learning opportunities. This session will feature several examples of institutions that provide learning-rich out-of-school time learning with panelists discussing how to be a part of an ecosystem that promotes informal learning and unconstrained skill development. Through aquariums and zoos, children can kindle a natural curiosity about some of their favorite animals where caregivers encourage this interest and inspire a lifelong passion for exploration. Join the inaugural session of GLR Week 2025 as CGLR celebrates the importance of these critical community institutions, underscore their role in ensuring that children from economically challenged environments have affordable access to informal learning, and explore the ways they provide vocabulary and skill-building opportunities for children to build reading comprehension and long-term literacy success.

Panelists: Arthur G. Affleck, III, M.Ed., JD, Association of Children’s Museums; Melissa Ballard, Association of Science and Technology Centers; Ronald F. Ferguson, Ph.D., The Basics; Kari Hart, Association of Zoos and Aquariums; Alena Rivers, Association for Library Service to Children; and others TBD.

Moderator: Munro Richardson, Ph.D., Editor, [UnconstrainedKids.com](https://unconstrainedkids.com).

REGISTER TODAY: <https://bit.ly/44yT04C>