



MEDIA RELEASE

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SCRATCH AND PATCH SUPPORT SUNNYKIDS

Local charity SunnyKids, and WOW books 4 boys, are joining forces to help make a difference to kids in schools on the Sunshine Coast with \$1 from each book sale in December and January being donated to the SunnyKids SCIPS (Supporting Children in Primary Schools) Program.

This unique program is currently operating in 10 schools on the Sunshine Coast providing support to primary school children at-risk of disengaging from the learning environment.

SunnyKids CEO, Chris Turner, says their organisation relies on the generosity of the community and this donation will help them greatly in providing much needed support to local children and families.

"Children and young people who disengage from education tend to be significantly more disadvantaged in later life. Research has shown that supporting children's education and learning is one of the most effective means of breaking the cycle of disadvantage and ensuring all children have the same opportunity to realise their potential.

"SunnyKids' SCIPS Program successfully connects families with relevant community resources and professional services to help them overcome issues that are resulting in learning or schooling difficulties," said Mr Turner.

WOW books 4 boys has recently released their first series of beginner books about two cheeky monsters, called Scratch and Patch, aimed at getting young boys excited about reading. The eye-catching, educational books are already in many junior school classrooms and libraries across the Coast.

Angela Bueti, writer and creator of WOW books 4 boys, says if it wasn't for the SCIPS program many kids would struggle to stay engaged at school.

"I am really excited to be able to support the SCIPS program. If our kids are not happy to be at school and to be learning, they are likely to encounter many obstacles as they become teenagers and adults," said Mrs Bueti.

Giving the gift of books this Christmas is a great way for parents to encourage their children to read during the school holidays, and it will also help many needy families on the Coast.

You can help support the SunnyKids SCIPS program by purchasing the Scratch and Patch books (\$8.90ea) during December and January. \$1 from each book sold will go to the SunnyKids for the SCIPS Program. Purchase online at www.wowbooks4boys.com

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