

## Press Release



### Teen Reading Action Campaign

Motivating teenagers to read can be difficult – especially in a world of digital distractions.

Parents and educators recognise the challenge of finding good books that are also age and content appropriate.

TRAC (Teen Reading Action Campaign) is conducting research amongst teenagers into their reading habits, and pilot results show that the majority of 12-18 olds agree that it is difficult to find time to read during school term time, and just over half agree that it is difficult to find a book that really interests them.

As we approach the end of term NOW is the time to ensure that our teenagers are given solid advice.

To help parents, teachers and librarians recommend the right books for their teenagers, TRAC is publishing the first of a series of 'top recommended reads' today, Wednesday July 16. The first list, which are all books with a summer theme or setting, features explicit reading age and content tags, and can be accessed at

<http://tracbook.com/Summer%20Recommended%20Reads.pdf> and at [www.tracbook.com](http://www.tracbook.com).

Beth Bonini: (TRAC YA Specialist) says:

*"TRAC endeavours, at all times, to find the broadest range of books likely to appeal to the adolescent reader. Our book lists will be thematic, offering a range of American, UK and world writers, classic YA titles and adult books with teen appeal. We believe that anyone can be a reader if given the **right book**."*

and

*"Ironically, despite the drop-off in pleasure reading amongst teens, there has never been a better time for Young Adult (YA) fiction. In particular, there has been a huge growth in publishing titles that will appeal to the older teen. Many of the books featured in our summer reading lists have adolescent protagonists between the ages of 16-18, and they are dealing with significant coming-of-age issues – whether seriously or humorously".*

Jo Tregenza (TRAC Education Consultant) says:

*“Research tells us that reading for pleasure is so important and can significantly impact on pupil attainment, the recent study into 'Social inequalities in cognitive scores at age 16: The role of reading', by Alice Sullivan and Matt Brown, demonstrated the importance of regular access to books, particularly for pupils between the ages of 10-16. As an educator working with teachers, schools and parents, I am regularly asked to recommend good quality books to engage children and young adults. We hope that TRAC can help to fill this need by guiding teens, parents and perhaps teachers to high quality books that can hook these important young people into a reading habit for life.”*

For further information, please contact TRAC at [info@tracbook.com](mailto:info@tracbook.com)

N B: The full results from TRAC's Teenage Reading Survey will be available September 2014.