

## Why is reading (for pleasure) important?



Reading for pleasure is an enjoyable, life-enhancing activity which needs to be developed during the teenage years. It is a strong determinant of academic success and future social mobility.



# TRAC

A graphic of an open book with a red spine and grey pages, positioned below the 'TRAC' text.

Teen Reading Action Campaign

Getting teen reading back on track

## Target audience

All English speaking/reading teens in the UK (13-17 year old focus).

Specifically those who struggle to find appealing and age-appropriate reading material and/or motivation to do so.

They may

Be intelligent, interested in reading, but *lack good reading skills (speed /comprehension)*;

Have excellent reading skills, but no interest in reading and therefore *need stimulating*;

Have good reading skills, enjoy reading, but struggle to find *'what to read next'*.

Visit [tracbook.com](http://tracbook.com) for more details



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The word 'BOOK' in blue capital letters, preceded by three vertical bars of increasing height (green, red, blue).The text 'TRAC1000' in green capital letters, with a graphic of overlapping colored squares (green, blue, red) to the left.The text 'TRAYLL' in multi-colored capital letters (T: green, R: red, A: blue, Y: yellow, L: green, L: red).

Teens Register At Your Local Library

## What is TRAC?



TRAC (Teen Reading Action Campaign) is a newly formed small charity whose aim is to promote reading and the love of books amongst teenagers, and specifically 'reluctant readers'.

## Projects



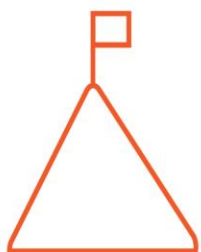
BOOK is an interactive web app developed to provide teens with personalised recommended reads analysing users' personal profiles and genre/book style preferences. It allows reading on-line, borrowing through on-line or physical libraries, or via the Amazon purchasing for e-reader or hardcopy format.

## Why join?



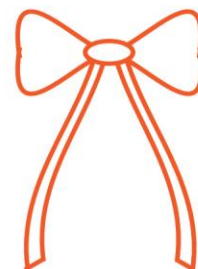
Originally set up by UCL students, TRAC offers a great opportunity for people from different spheres to challenge and enrich their skills while making their contribution into teen reading promotion.

## Why is TRAC needed?



There are a lot of literacy charities in the UK, but none is dedicated to promoting the enjoyment of reading amongst teenagers and to helping them access relevant reading material.

## How to support?



TRAC is currently raising funds for its projects.

For more details on how you can make a donation, please visit TRAC's website [tracbook.com](http://tracbook.com).



TRAC1000 is aimed at identifying 1000 books which will be actively promoted to teens, fully tagged by genre and by TRAC's unique reading skill/adult content badging.



Teens Register At Your Local Library

Via TRAYLL, TRAC will promote teen library registration and libraries' e-book offer.

