

# LaundryCares Literacy Virtual Summit 2020

PARTICIPANT GUIDE



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# Welcome!

## Dear Attendee,

With great pleasure, we welcome you to the Third Annual LaundryCares Literacy Summit. Thank you for joining us to discover how everyday spaces like laundromats can help you support families and make a positive difference in your community.

Today, almost 60% of children in the United States start kindergarten unprepared, lagging behind their peers in critical language and literacy skills. With the rise of the COVID-19 pandemic, these gaps have been exacerbated with millions of families across the nation facing school closures and lack of access to educational resources. In light of the tremendous challenges families are facing, we are coming together at a critical time to explore solutions to help alleviate the burdens that are affecting our nation's most under-resourced families. Through our virtual series, our aim is to bolster:



- 1. Awareness** — Build awareness about the important role laundromats and other everyday spaces play in supporting children's early brain and language development.
- 2. Access** — Increase access to early learning resources and literacy-rich spaces for children and families in neighborhoods across the country.
- 3. Action** — Encourage participants to take action by forging creative, cross-sector partnerships between business and community leaders.

We have planned three days of engaging and exciting content with dynamic speakers, presentations, and workshops related to literacy promotion in laundromats. The Summit is designed to be a valuable experience for all participants — whether you are a laundromat owner, industry member, librarian, community leader, volunteer, or someone interested in learning about ways to support children and families during this time.

The first session will focus on how laundromats can play an important role in supporting early language and brain development, and how community leaders have used these spaces as channels to engage children and families. You will discover why laundromats are essential, not only in families' day-to-day lives, but also in promoting early literacy, especially now in a COVID-19 world. The second session will examine the importance of creating equity and educational access for all. This session will provide you with tools and information to create a plan to take action and explore how to support early literacy in your own community. The closing session focuses on looking ahead. We'll explore how we can leverage our collective knowledge, creativity, and resources to create a more caring, compassionate, and equitable society.

We appreciate your commitment to making a positive difference in the lives of children and families. Enjoy the Summit and thank you for attending. We are thrilled to have you join our national movement! If you have any questions, please do not hesitate to contact us at [info@laundrycares.org](mailto:info@laundrycares.org).

Sincerely,

Brian Wallace

CEO, Coin Laundry Association

Sincerely,

Jane Park Woo

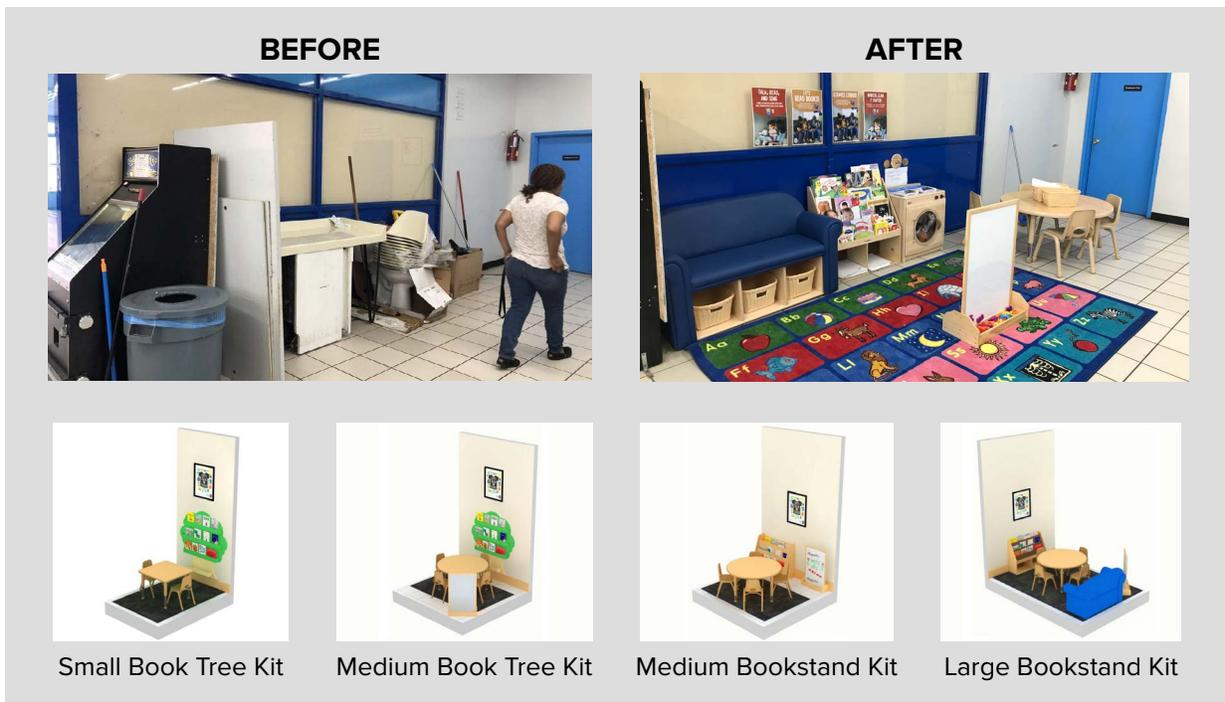
Director, *Too Small to Fail*, Clinton Foundation

# Why Laundromats?

When thinking of spaces where children can learn, we're likely to think of schools, child care centers, or libraries. However, opportunities for early learning and literacy are *everywhere*! Young children spend about 80% of their waking hours outside of a formal school environment. We also know that families spend an average of 2.5 hours at the laundromat during each visit. This waiting time in the laundromat is a valuable, yet often underutilized, opportunity for families and young children to engage in early literacy behavior and play.

In 2015, the LaundryCares Foundation and *Too Small to Fail* partnered together to raise awareness about the powerful role the laundromat can play in promoting early literacy development. Understanding that everyday spaces can provide great opportunities for early learning, the LaundryCares Foundation and *Too Small to Fail* developed "[Family Read, Play & Learn](#)" kits, designed to transform laundromats into inviting and literacy-rich spaces for young children and their families. These kits bring books, toys, and a playful atmosphere to the laundromat, encouraging children to learn and play with their caregivers!

A [2018 pilot evaluation](#) conducted by New York University on the efficacy of our "Family Read, Play, & Learn" kits shows that when they are used to transform laundromats, they are highly effective in promoting children's literacy development. Children were observed engaging in **30 times** more literacy activities — such as talking, reading, and singing — in laundromats that include these spaces compared to laundromats that did not. A new research evaluation of laundromats in Chicago, which will be released during the Summit, further demonstrates the effectiveness of this intervention. Tune in on Thursday, September 17 during our second session to learn more.



*"We have a laundromat around the corner of our house, and we travel six blocks just to get to this particular one because of the literacy space" - Parent*

**Download the brochure**  
[laundrycares.org/kits](http://laundrycares.org/kits)

# LaundryCares Literacy Summit Schedule

Attendees have been placed into one of three breakout groups based on their field of expertise. These groups include: 1) Community Leaders & Program Funders, 2) Laundromat Owners, and 3) Laundry Industry Leaders. Each attendee will receive a unique Zoom link to their breakout group during Session 2.

## Session #1

Tuesday, Sept. 15, 2020  
1:00-2:45 p.m. EST  
10:00-11:45 a.m. PST

### Let's Talk About Laundromats

#### Welcome

Brian Wallace, Coin Laundry Association

#### Opening Keynote

President Bill Clinton

#### Conversation Between President Clinton and Wes Moore

Wes Moore, Robin Hood Foundation

#### Overview of Laundry Literacy Coalition Partnership

Patti Miller, *Too Small to Fail*  
Jane Park, *Too Small to Fail*  
Brian Wallace, Coin Laundry Association

#### Panel: Why Laundromats and Their Essential Role in a COVID-19 World

Brian Holland, Laundry Café (Philadelphia)  
Jim Whitmore, WSI Laundry Corporation  
Jane Wolfe, Wash World (New Orleans)

#### Panel: Community & Family Engagement Through Laundromats During COVID-19 and Beyond

Rachel Stine, *Book Harvest*  
Tarasa Lown, Greater Watertown Community Health Foundation  
Christine McCourtney, NOLA Public Library  
Dea Wright, City of Milwaukee Office of Early Childhood Initiatives

#### Q&A and Wrap Up

Max Suzenaar

#### Networking: Coffee Chat

With Special Guest Andrea Davis Pinkney, *New York Times* Bestselling & Award-Winning Author  
(3:00-3:30 p.m. EST)

## Session #2

Thursday, Sept. 17, 2020  
1:00-2:45 p.m. EST  
10:00-11:45 a.m. PST

### Let's Take Action

#### Welcome

Brian Wallace  
Max Suzenaar, *Minding Your Business*

#### Opening Keynote: Learning through Everyday Moments and Creating Educational Access for All

Dr. Rosemarie Truglio, *Sesame Workshop*

#### Research Presentation: Key Findings from an Evaluation of Chicago Laundromats

Dr. Susan Neuman, New York University

#### Remarks by Cindy McCain

Cindy McCain, McCain Institute

#### Breakout Groups & Action Planning

Laundromat Owners  
Community Leaders and Program Funders  
Laundry Industry Leaders

#### Q&A and Wrap Up

Max Suzenaar

#### Networking: Film Screening of *No Small Matter* & Happy Hour

Speakers: Greg Jacobs (Film Writer & Co-Director) & Rachel Giannini (Early Educator)  
(3:00-4:00 p.m. EST)

## Session #3

Tuesday, Sept. 22, 2020  
1:00-2:30 p.m. EST  
10:00am-11:30 a.m. PST

### Looking Ahead

#### Welcome and Key Commitment Announcements

Brian Wallace

#### Opening Keynote and Awards

Chelsea Clinton

#### Conversation: Laundromats as a Solution to Creating a More Equitable, Caring, and Compassionate Society

Chelsea Clinton and The Honorable Judge Ramona A. Gonzalez, National Council of Juvenile and Family Court Judges

#### Closing Keynote

Ralph Smith, Campaign for Grade-Level Reading

#### Conversation Between Chelsea Clinton and Mo Willems

Chelsea Clinton  
Mo Willems, *New York Times* Bestselling Author

#### "Beloved Community" Group Ideation

Max Suzenaar

#### Final Remarks and Looking Ahead

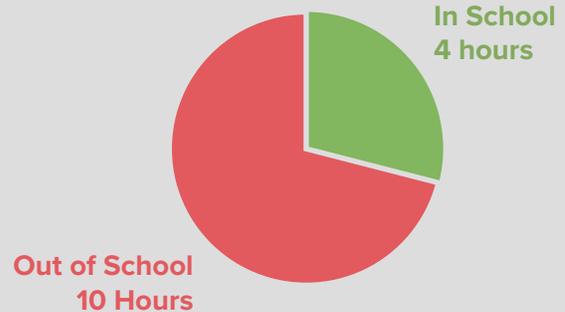
Brian Wallace, Patti Miller, Jane Park

# The Opportunity in Everyday Spaces

Young children spend the majority of their waking hours *outside* of school and child care settings (much more so now due to the COVID-19 pandemic). Throughout the course of these hours, children and families may visit a variety of spaces every day, from food distribution centers, grocery stores, parks, diaper banks, clinics, and laundromats. These spaces can offer great opportunities to support families with books, educational resources, and informal opportunities for learning and play.

Imagine the impact of surrounding children and families with language and learning opportunities throughout multiple spaces in your community. As children and families travel from space to space, we dream of communities filled with rich opportunities for them to talk, read, sing, and play together — and this can all start with literacy spaces in local laundromats!

**Young Children's Time Awake**  
(in hours)



# How Laundromats Have Responded to COVID-19

COVID-19 has dramatically shifted the daily lives and routines of families and businesses across the United States. While the pandemic has caused a great amount of uncertainty and stress, many laundromats have responded by working to ensure that families have continued access — not only to essential laundry services, but also to literacy and learning opportunities!

## Summer Learning from LaundryCares

As a response to COVID-19, the LaundryCares Foundation created *Summer Learning from LaundryCares*, a tipsheet which provides families with ideas on how to turn laundry time into opportunities to talk, read, and sing together. Laundromats across the country have been promoting *Summer Learning from LaundryCares*, helping to boost the early brain and language development of young children while at home.

### SUMMER LEARNING FROM LAUNDRYCARES

Here are fun ways to keep young children learning all summer long from your friends at the LaundryCares Foundation



The more we talk and explore together, the more kids learn in the summertime.



## Spotlight: Virtual Story Time at Bubbles R Us in Elizabeth, New Jersey

Starting in March, Ms. Martha, a library associate with the Elizabeth, N.J. Public Library, partnered with Bubbles R Us to host virtual story times for local families. Ms. Martha reads picture books, sings songs, and shares rhymes and poems in both English and Spanish. These programs are each viewed by over 2,000 people on a Facebook Live page, promoting the joys of everyday reading. Bubbles R Us and Elizabeth Public Library continue to host weekly story times for the laundromat.



*"It is my privilege to be a part of something so great. "*

*-Alaa El-Banna,  
Bubbles R Us Owner*

# Session #1: September 15 from 1:00-2:45 p.m. ET

## Goals & Reflections

During the LaundryCares Literacy Summit, you will hear from a variety of notable speakers about the important role of the laundromat in creating opportunities for learning. For your convenience, we have provided a space for you to jot down notes, ideas, or memorable quotes from the presentations, as well as a space for reflections and goal-setting each day.

### Key Speaker



**President Bill Clinton**

*Founder & Board Chair,  
Clinton Foundation;  
42nd President of the  
United States*



**Wes Moore**

*CEO, Robin Hood  
Foundation, New York  
Times Bestselling Author*

### Notes

## Reflection and Goal Setting

*What steps can I take to increase my community's focus and conversation on equity? Who are ideal partners in this effort?*

## Session #2: September 17 from 1:00-2:45 p.m. ET

### Key Speakers



**Dr. Rosemarie T. Truglio**

*Senior Vice President,  
Curriculum and Content,  
Sesame Workshop*



**Dr. Susan Neuman**

*Professor of Childhood  
and Literacy Education,  
New York University*

### Notes

### *Reflection and Goal Setting*

*Where are there opportunities in my community to engage children and families in early learning? Where are they spending time? What are steps I can take to promote early learning through these spaces?*

# Session #3: September 22 from 1:00-2:30 p.m. ET

## Key Speakers



**Chelsea Clinton**  
*Vice Chair, Clinton Foundation*



**Judge Ramona A. Gonzalez**  
*Immediate Past President, National Council of Juvenile and Family Court Judges*



**Ralph Smith**  
*Managing Director, Campaign for Grade-Level Reading*

## Notes

### *Reflection and Goal Setting*

*How can I continue to play a role in creating a more equitable, caring and compassionate community that surrounds children and families with early learning and literacy opportunities?*

# Being a Good Partner

Creating new spaces and opportunities for children and families to learn and play requires more than physical items — it also requires strong partnerships. From librarians working with laundromat owners to host story times to funders and industry leaders transforming laundromats into early learning spaces, partnerships are at the heart of this work!

## Being a good partner starts with you!

At the very core, being a good partner means taking the time to listen to and respect one another, and working together to achieve a mutual goal. Here are some key strategies to being a good partner:

**P**rove yourself every step of the way by being dependable and reliable!

**A**cknowledge what works and what doesn't, and work together to find new solutions.

**R**emember that a partnership must be mutually beneficial to be successful.

**T**hink about how your collaboration can be mutually beneficial.

**N**urture the partnership, and it will grow and evolve over time!

**E**nsure clear and open communication.

**R**eciprocate. Responsibility for the work should be equally shared.

**Partner Creed:** A creed is a motivational statement that includes several key points and can help share our vision and mission for our collective work. In a few words, write your own Partner Creed here:

<b>1. Who we are...</b>	<b>2. What we believe about laundromats and early literacy...</b>
<b>3. Our desired results for children across the country...</b>	<b>4. Our plan to achieve these goals...</b>

# Meet our Authors

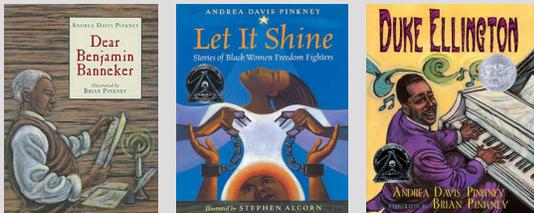
We are excited to announce that New York Times bestselling authors Andrea Davis Pinkney and Mo Willems will be joining us for our LaundryCares Literacy Summit! Grab a mug of coffee or tea and join Andrea Davis Pinkney during our Coffee Chat on September 15. Hear an engaging conversation between Chelsea Clinton and Mo Willems on September 22!

## LIVE Reading & Conversation with Bestselling Author Andrea Davis Pinkney September 15 at 3:00 p.m. ET



Andrea Davis Pinkney is the distinguished and bestselling author of many books for children and young adults, including picture books, novels, and non-fiction. Her books have received multiple Coretta Scott King Book Awards, Jane Addams Honor citations, nominations for the NAACP Image Awards, the Boston Globe/Horn book Honor medal, and many other accolades.

Here are just some of Andrea's many children's books:



Join for a chance to win  
a free signed copy of  
Andrea's book!

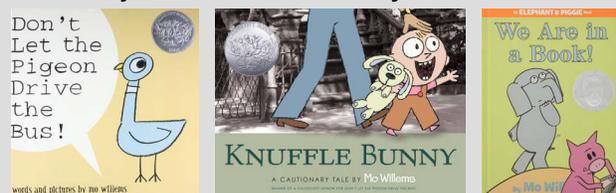
For a complete list, visit Scholastic's website at  
<https://www.scholastic.com/teachers/authors/andrea-davis-pinkney/>

## Conversation with Bestselling Author and Illustrator Mo Willems September 22 at 1:45 p.m. ET



Mo Willems, a No. 1 New York Times best-selling author and illustrator, has been awarded a Caldecott Honor on three occasions (for *Don't Let the Pigeon Drive the Bus!*, *Knuffle Bunny: A Cautionary Tale*, and *Knuffle Bunny Too: A Case of Mistaken Identity*). In 2019, the Kennedy Center in Washington, D.C. named Mo the first-ever Education Artist-in-Residence. Mo began his career as a writer and animator on *Sesame Street*, where he garnered six Emmy Awards.

Here are just some of Mo's many children's books:



Tune into Mo Willem's  
conversation with  
Chelsea Clinton during  
Session 3!

# Transform Inspiration into Action

Throughout the Summit, you will hear from a variety of speakers about the importance of creating literacy-rich environments in everyday spaces. We hope the speakers, panels, and networking opportunities will inspire you and illuminate the impact one person can have in making a positive difference.

In order to transform inspiration into action, we have provided some ideas for steps you can take to increase families' access to early literacy resources. We encourage you to pick and choose the ideas that best fit the needs of families in your community. Share your ideas with us at [summit2020@laundrycares.org](mailto:summit2020@laundrycares.org).

## *Actions for a Laundromat Owner*

- Transform your laundromat into a playful, literacy-rich space with a [“Family Read, Play, & Learn” Kit](#).
- Distribute books and family handouts with early literacy tips for parents (downloadable at [www.laundrycares.org/resources](http://www.laundrycares.org/resources)).
- Join the LaundryCares network for free at <https://laundrycares.org/join-the-laundrycares-network/>.
- Let your attendants know of the importance of talking, reading, and singing everyday and encourage them to promote early learning with your guests.
- Partner with your local library or community organization to conduct virtual story times and, when safe, in-person story times.
- Promote early math by incorporating [Sidewalk Math patterns](#) to the windows, floors, walls, and sidewalks of your laundromat.
- Purchase discounted books for donation through [Scholastic’s Literacy Partnerships](#) program for children to take home books and build a home library. Scholastic’s Literacy Partnerships program provides each customer with a partnerships representative who will help them receive deep discounts on books.

## *Actions for a Community Leader*

- Join the LaundryCares Innovation Circle by registering at [laundrycares.org/join-the-laundrycares-network/](http://laundrycares.org/join-the-laundrycares-network/).
- Lead a fundraiser to install and adopt a [“Family Read, Play & Learn”](#) space at a local laundromat. Contact the Coin Laundry Association at [info@laundrycares.org](mailto:info@laundrycares.org) to find laundromats near you and to get connected with a CLA-affiliated laundromat.
- Partner with other community organizations to use the local laundromat as a channel for distribution of early learning resources ([www.laundrycares.org/resources](http://www.laundrycares.org/resources) or downloadable on the Resources tab of the [event app](#)).
- Work with your local laundromat to showcase Sidewalk Math patterns using chalk or paint.
- Host a local fundraiser, Facebook fundraiser, or GoFundMe to purchase discounted books through [Scholastic’s Literacy Partnerships](#) program to share with local laundromats for children to take home books and build a home library. Scholastic’s Literacy Partnerships program provides each customer with a partnerships representative who will help them receive deep discounts on books.

## *Actions for a Laundry Industry Leader*

- Connect with distributors to share about the powerful impact a literacy space in a laundromat can have for families with young children in under-resourced communities. Encourage them to make this a core CSR priority.
- Explore ways to include the “Family Read, Play, & Learn” space in the floor plan for laundromats being built or refurbished.
- Support local laundromats by assisting in fundraising for the costs of a “Family Read, Play & Learn” Kit.
- Promote the LaundryCares network to local laundromat owners and encourage them to sign up.

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# Creating an Action Plan

During the breakout group sessions on September 17, you will learn about and brainstorm various strategies to increase families' access to early literacy opportunities. A portion of the breakout group will be dedicated to creating an action plan: an opportunity for you to think about what concrete steps you can take to make a positive difference in your community.

In the following pages, we have included a set of goals and an action plan template that we hope will be helpful as you create your plan.

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## Key Action Plan Goals

Below are the three goals of the LaundryCares Literacy Summit. We encourage you to keep these goals in mind as you think about the role you can play in promoting children's early literacy development in your community.

### *Awareness*

Raise awareness about the importance of creating literacy-rich environments for families in everyday spaces.

### *Access*

Increase access to literacy-rich spaces, books, and other early literacy materials for under-resourced families.

### *Action*

Take action to cultivate strong community partnerships designed to support children and families.

# Action Plan Template

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The following pages are a template for the action plan: a place where you can write down a concrete plan for commitment. We would love to see your action plan — submit yours through [Google Forms](#) at the end of the breakout group during Session 2 for a chance to have your commitments featured during our final session on Tuesday, September 22!

## *The Challenge*

What are the education and literacy-related challenges affecting children and families in my community?

## *Vision and Opportunities*

What is my vision for the children and families in my community? Where are the opportunities for creating positive change? Ideate your vision through words, drawings, etc.

## *Outcomes*

What are some ways I can build awareness about the importance of literacy-rich spaces, increase access to early literacy resources, and take action?

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By when would I like to accomplish my goals? What are some additional goals for the project that I would like to achieve?

## *Resources*

What resources (space, time, funding, materials, etc.) do I already have to help create literacy-rich spaces and distribute early learning materials to families in my local laundromat(s)?

What resources do I need and what are steps I can take to acquire them?

## *Partners*

Who are my existing partners, and what could their potential roles be?

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Who would I need to partner with to create literacy-rich laundromats in my community? How can I establish a connection with them?

### *Support*

What can the LaundryCares Foundation do to support me in the process of creating literacy-rich spaces in my community?

What other forms of support do I need, and how/where can I find it?

# Our Beloved Community

## *Session 3 Group Ideation*

The world is better when we work together. In the spirit of Martin Luther King, Jr. and Representative John Lewis, we ask you to envision, through words and pictures, our beloved community: a community of connection, of hope, and of equity for all.

*“Choose confrontation wisely, but when it is your time don’t be afraid to stand up, speak up, and speak out against injustice. And if you follow your truth down the road to peace and the affirmation of love, if you shine like a beacon for all to see, then the poetry of all the great dreamers and philosophers is yours to manifest in a nation, a world community, and a Beloved Community that is finally at peace with itself.”*

*– John Lewis, Across That Bridge: A Vision for Change and the Future of America*

Please upload a picture of your ideation to the “Wall” tab on the [LaundryCares app](#) during Session 3 or email your ideation to [summit2020@laundrycares.org](mailto:summit2020@laundrycares.org).

# Talking, Reading, and Singing at the Laundromat

Wondering how to bring opportunities for early brain and language development to your laundromat or to your partners? Below are tips for how community providers, staff attendants, and parents can talk, read, and sing with young children at the laundromat.

## 5 Ideas for Early Learning in the Laundromat

1. Go on a “Shape Hunt” around the laundromat. Look for objects that are in the shape of circles, squares, and triangles!
2. Talk about the sequence of doing laundry. Use words like: “*First, next, then, and last.*”
3. Practice math skills such as measuring the laundry detergent and counting out coins for the machines.
4. Talk about how clothes feel and smell at different times during the laundry process. Use descriptive words such as *wet, dry, cold, warm, stinky, fresh.*
5. Make up a song about doing laundry. “*This is the way we sort our clothes, sort our clothes, sort our clothes on a (Tuesday morning).*” Repeat with “*wash, dry, and fold*” verses.

## 5 Tips for Reading Aloud in the Laundromat

1. Reading aloud in a busy environment like the laundromat requires lots of flexibility. Choose short stories, poems, and songs that are high-energy and engaging.
2. Be ready with loads of interactive ideas. The more you can get kids involved, the more likely you are to keep them interested and engaged.
3. Use songs and rhymes to break up the sequence of stories.
4. Use dialogic reading to encourage children to interact with you during the story or book.
5. Allow children to predict what will happen next in the story.

## Ways for Attendants to Promote Early Learning

As a trusted community member, the laundromat attendant can help engage young children and families in early learning and reading programs. Here are some tips for attendants:

1. Remember that story time helps build a child’s brain: then talk about it with parents and caregivers!
2. Talk to parents and promote FREE story times when they happen in the laundromat.
3. Walk around and engage families during story time so they know what is happening.
4. Encourage kids to join by participating yourself. Kids need role models and if they see you enjoying a story, they will enjoy it, too!
5. Encourage families to come back for the next story time.

Visit [www.laundrycares.org/resources](http://www.laundrycares.org/resources) for more ideas and handouts to share with families.

*“The laundromat is the perfect setting to show how to find teachable moments anywhere.”*

*–Tina Peerenboom;  
Watertown Public Library  
Children’s Librarian*

# 5 Laundry Hacks from the Laundry Doctor



Jeff Gardener, the Laundry Doctor, is an expert on all things wash, dry, and fold! Here are his top tips to elevate your laundry process. Wondering how to remove a stain? How much soap should you use in your laundry? Look no further!

## 1. *Removing stains: there's nothing like a good soak.*

Looking to remove that stubborn stain? Place your clothing in a bucket filled with a mixture of hot water and one capful of laundry detergent. Soak for at least half an hour. Then, move the contents of your soaking bucket to the washing machine and do your laundry as usual.

## 2. *More is not always better.*

If you use too much detergent, you may never get the soap out of your laundry, so using the right amount of detergent to do your laundry saves precious time and money! It also keeps your white clothing from turning gray in the wash.

## 3. *Dawn does more for your laundry than it does for your dishes.*

While most people wouldn't consider Dawn, the dish washing liquid, as a stain treatment, it is actually a very useful tool in getting oily substances out of laundry. When just one drop is worked into an oil stain, it will remove the stain more efficiently than most conventional stain treatment products.

## 4. *It's always good to have a little acid around.*

Substances that have an acidic pH like lemon juice or white vinegar will be effective in the treatment of acidic stains like wine or orange juice. Placing lemon juice on an acidic stain for fifteen to twenty minutes will be a significant help in removing the stain when you do laundry.

## 5. *"It's important to clean or replace your pillows.*

Our bodies are always shedding dead skin cells, which means that places where we spend a lot of time, like our beds, are bound to be full of dust and microorganisms. While washing your linens helps keep your bed sanitary, it's also important to wash or replace your pillow at least once a year. Making sure your linens and pillow are clean can even help with respiratory diseases like asthma by reducing the amount of dust particles in the air around you.

Interested in learning more from the Laundry Doctor? Read more at [PlanetLaundry](#), the official magazine of the Coin Laundry Association.

# Frequently Asked Questions

## **Q. What is the best way to reach out to a laundromat owner to schedule programming?**

**A.** Reach out to LaundryCares at [info@laundrycares.org](mailto:info@laundrycares.org) to connect with a local laundromat owner. Oftentimes these business owners may be difficult to engage, so using the LaundryCares network allows for a direct and immediate connection.

## **Q. How frequently should we schedule early literacy programming in the laundromat?**

**A.** Dosage and consistency matter, so having a regular schedule is important when planning any programming. Families are likely to come to the laundromat when they know an event is happening. To the extent possible, try to schedule programming the same day/time each week or month and have a back-up staff member available if you cannot come on any given week.

## **Q. How do I approach families in the laundromat?**

**A.** Talk with parents and show them that you are a trusted member of the community — from the library, school, etc. Let them know you are offering free, drop-in programming while families are at the laundromat. Show them the books and story time materials you plan to use. Make sure you are wearing a nametag or have your staff ID with you.

## **Q. How do I choose books for the laundromat?**

**A.** Look for short and engaging texts with plenty of interaction, colorful images, and repetition. Encourage both children and their caregivers to join in! You might also choose books that expand on the child's experience at the laundromat: books on bubbles, clothes, and community workers will all help you build meaningful context with your audience.

*“Serving communities has always been the mission of laundromat owners, and giving our customers access to high quality early childhood outcomes is a win for our communities, a win for our businesses and, most importantly, it’s a huge gain for kids everywhere.”*

*— Dan Naumann, Senior Vice President, Laundry Cares Foundation*

Please reach out to us at [info@laundrycares.org](mailto:info@laundrycares.org)!







**“Anyone who does anything to help a child in his life is a hero to me.”**  
- Fred Rogers.

*Thank you for joining us for the LaundryCares Literacy Virtual Summit and joining our movement to create brighter futures for children. Your participation, commitment, and actions will help create a lifelong, positive difference for families in your community!*

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