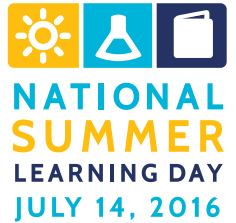


SUMMER LEARNING DAY 2016: BY THE NUMBERS

Summer Learning Day is an annual national advocacy day led by the National Summer Learning Association to highlight the importance of keeping kids learning, safe and healthy every summer.



1,156 EVENTS & PROGRAMS
made a splash on the Summer Learning Day
interactive map at summerlearningday.org



169 Campaign for Grade-Level Reading communities held
more than **620** Summer Learning Day Events
serving more than **120,000** youth



SPREADING THE MESSAGE FROM COAST TO COAST

The power of partnership with iHeart Media delivered...



1,000 digital billboards



850 stations
airing a PSA featuring
First Lady Michelle Obama



iHeartMEDIA
Clear Channel Outdoor



#KeepKidsLearning
REACHED 11 MILLION USERS

on Twitter through tweets from
the White House and PBS Kids



NATIONAL PARTNERS LED THE WAY TO KEEP KIDS LEARNING

The White House, U.S. Department of Education, Campaign for Grade-Level Reading, National League of Cities and Urban Libraries Council

Summer Learning Day Proclamations
were issued by officials in
11 States + 7 Cities



national summer
learning association

MEDIA STORIES

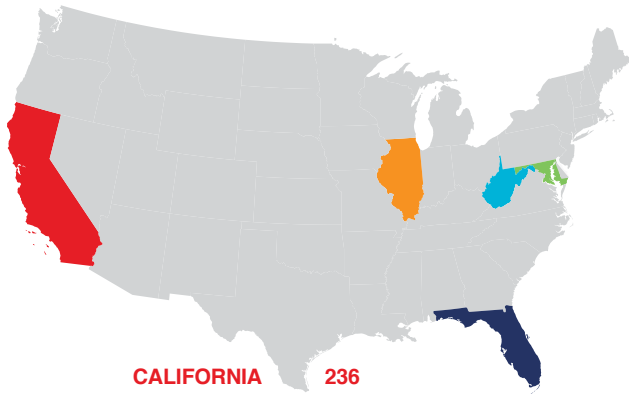
in The Washington Post, The Baltimore Sun, Fortune and WYPR
Radio resulted in over **48 million** impressions

Click logos to read and listen



TOP FIVE STATES

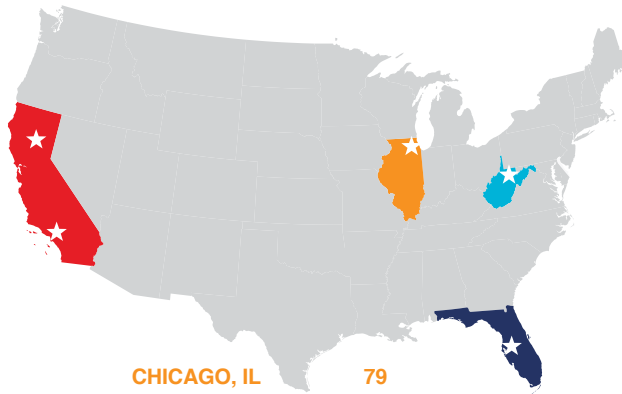
hosting the most events and programs on the interactive map



CALIFORNIA	236
FLORIDA	209
WEST VIRGINIA	98
ILLINOIS	82
MARYLAND	61

TOP FIVE CITIES

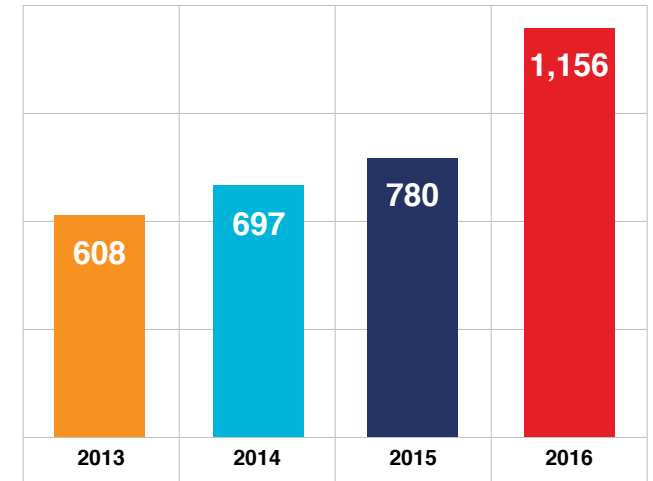
hosting the most events and programs on the interactive map



CHICAGO, IL	79
LOS ANGELES, CA	54
TAMPA, FL	52
SACRAMENTO, CA	48
MORGANTOWN, WV	40

EVENTS & PROGRAMS

by the year from 2013 to 2016



2016 saw more programs and events than ever before!



“Summer opportunities change lives!”

District of Columbia Deputy Mayor Courtney R. Snowden

NATIONAL PARTNERS

2016 Summer Learning Day



DARE TO DISRUPT!

THE PATHWAY TO EQUITY AND EXCELLENCE IN EDUCATION

NATIONAL CONFERENCE ON AFTERSCHOOL AND SUMMER LEARNING

OCTOBER 24-26, 2016
THE WESTIN SEATTLE

summerlearning.org/conference



Register today at summerlearning.org/conference