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

1,000 digital billboards

850 stations airing a PSA featuring First Lady Michelle Obama

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...

1,156

#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

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

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

summerlearningday.org
**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

- 2013: 608
- 2014: 697
- 2015: 780
- 2016: 1,156

2016 saw more programs and events than ever before!

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“Summer opportunities change lives!”
District of Columbia Deputy Mayor Courtney R. Snowden

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**NATIONAL PARTNERS**
2016 Summer Learning Day

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**DARE TO DISRUPT!**
THE PATHWAY TO EQUITY AND EXCELLENCE IN EDUCATION
NATIONAL CONFERENCE ON AFTEERSCHOOL AND SUMMER LEARNING

OCTOBER 24-26, 2016
THE WESTIN SEATTLE
summerlearning.org/conference

Register today at summerlearning.org/conference