

# SUMMER LEARNING CAMPAIGN 2021: OUR TIME TO SHINE

 **NATIONAL SUMMER LEARNING WEEK** JULY 12-16, 2021



## #SummerLearningWeek



**1,500 TWEETS**

reaching **12.5 million** accounts with **40.8 million** impressions during National Summer Learning Week.

**51,000 NEW STORIES**

from April through August reached **125 billion** people about summer learning, summer jobs, summer meals, and summer school.

**1433** of these new hits with a reach of **1.4 billion** mentioned the National Summer Learning Association.



[Read Article](#)

**This could be a watershed moment for summer school in America.**

Aaron Philip Dworkin, CEO of NSLA

**7 states** proclaimed Summer Learning Week

**ALABAMA GEORGIA HAWAII INDIANA NEW JERSEY OREGON WASHINGTON**



Image provided by Afterschool Alliance, Jacksonville Arts & Music School



[Watch PSA](#)



**800 iHeartMedia Radio Stations**

broadcasting a special public service announcement voiced by U.S. Secretary of Education, Dr. Miguel Cardona.

## DiscoverSummer.org

DiscoverSummer.org is a new online destination NSLA launched to help families discover affordable summer programs, summer meals, and a sea of learning resources.

**12,000 SUMMER PROGRAMS**

listed on DiscoverSummer.org from June through August with **1.5 million** impressions through **25,000** visitors.



## 2,000 DIGITAL BILLBOARDS

carried the Discover the Joy of Summer message thanks to Clear Channel Outdoor with a reach of **330 million** impressions in **25** markets.



## Game Builder Garage™

NSLA and Clear Channel Outdoor Americas teamed up with Nintendo to promote Game Builder Garage™, a new game where kids can build their own games.



**1,800 BULLETINS,**

bus shelter signs, and rail displays in **26** markets with **201 MILLION** impressions.

## THANK YOU TO OUR 2021 SUPPORTERS

