#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.

1,800 BULLETINS, bus shelter signs, and rail displays in 26 markets with 201 MILLION impressions.

DicoverSummer.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.

1,500 Summer Program listed on DiscoverSummer.org from June through August with a reach of 1.4 billion mentioned the National Summer Learning Association.

77 states proclaimed Summer Learning Week

ALABAMA
GEORGIA
HAWAII
INDIANA
NEW JERSEY
OREGON
WASHINGTON

Image provided by Afterschool Alliance, Jacksonville Arts & Music School

This could be a watershed moment for summer school in America.
Aaron Philip Dworkin, CEO of NSLA

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.

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.

THANK YOU TO OUR 2021 SUPPORTERS

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