SUMMEB LEARNING CAMPAIGN 2021: OUR TIME TO SHINE

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NATIONAL SUMMER LEARNING WEEK JULY 12-16, 2021



#SummerLearningWeek



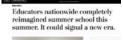
reaching **12.5 million** accounts with **40.8 million** impressions during National Summer Learning Week.

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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



Image provided by Afterschool Alliance, Jacksonville Arts & Music School



BOO iHeartMedia Radio Stations

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

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.

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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























