



Dear parent,

Just as healthy food and activity builds strong bodies, sharing good quality picture books builds healthy minds — and healthy links between adults and children.

From birth, babies are natural learners. Their curious minds absorb more between the ages of two months and four years than at any other time in their lives.

Sharing a book with your child — being sure to read both pictures and words — is a time-honoured way to nurture imaginative and linguistic development. Frequent book-sharing promotes the idea that learning from books is as routine as other daily family activities. It only takes fifteen minutes most days to establish the pattern.

Please accept our “Born to Read” books as a gift, to start your child on the road to reading.

Born to Read
New Brunswick

Born to Read is grateful to:

Honorary Patron: Hon. Jocelyne Roy Vienneau,
Lieutenant-Governor of New Brunswick

Project Founder: IODE

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New Brunswick Public Library Service
Hospital Staff & Public Health Nurses
University of New Brunswick Early Childhood Centre
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Many individuals, organizations, and businesses whose generous support allows us to give books as gifts to newborns.

Born to Read
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Born to Read is a registered charity
8899 3201 RR0001



You, your baby and a book
At the pictures, take a look.
Baby sounds are sure to rise
Coos & babbles, laughs & sighs.

Babies look to pictures first
As your voice reads out the verse.
Joy, laughter, pleasure, tears
Joking, singing, naming fears.

Point to this, and point to that.
See that dog! Look out cat!
Before you know it baby too
Will point out objects back to you.

Just fifteen minutes every day
Helps your baby learn the way
To read the pictures, point and tell,
And in time, chant the words as well.

So grab a book and baby too.
Enjoy, enjoy, the two of you!

