

World Reader:  
Multiple Countries

App Reading Challenge	Descriptions
<b>Countries of Focus</b>	Ghana, Kenya, South Africa, India, Jordan, and Peru
<b>Geographical Coverage</b>	East and West Africa, South America, South Asia, and MENA
<b>Targeted age/grade</b>	Pre-primary (3-5) and Primary 1-6 (ages 6 to 12)
<b>Number of targeted students (Population)</b>	Goal of reaching 10,000 new readers per week
<b>Expected number (or percent) of students reached</b>	Over 347,000+ families reached since March 23rd 84,000+ actively reading
<b>Number of books</b>	100 +
<b>Overall purpose/message/content</b>	The BookSmart App provides a curated collection of books to support the learning and socio-emotional development of children ages 3 to 12 years. The collection includes books in Arabic, English, Hindi, Spanish, and Kiswahili. Books can be read online or offline to save on data costs and are supported by suggested reading activities for caregivers.
<b>Link to campaign overview:</b>	<a href="https://www.worldreader.org/keep-children-reading/">https://www.worldreader.org/keep-children-reading/</a>