

From Screens to Stories: Scholastic Philippines Champions Reading Aloud for Young Learners



Manila, Philippines — In an age dominated by screens and digital distractions, **Scholastic Philippines** is calling on families, educators, and young readers to return to a timeless and powerful practice: reading aloud.

Through the **Read Aloud Revolution**, Scholastic Philippines highlights the importance of shared reading experiences in building strong literacy foundations among children. Reading aloud supports language development, improves comprehension, and introduces children to new ideas and perspectives—long before they can read independently.



Beyond academic benefits, reading aloud strengthens emotional connections. A story read aloud in a classroom or at home creates moments of comfort, curiosity, and meaningful interaction. It encourages children to listen, imagine, and engage—turning books into bridges that connect readers and listeners.

During her live talk on Scholastic Philippines' social media, Dra. Colleen Carlos-Viray, Pediatrician at the Center for Developmental Pediatrics – The Medical City, discussed the evidence-based benefits of read-aloud practices in early childhood. She emphasized their critical role in supporting language acquisition, cognitive development, emergent literacy skills, and socio-emotional development.

The Read Aloud Revolution also promotes inclusivity, ensuring that every child, regardless of reading level, can enjoy and participate in stories. By hearing stories read with expression and enthusiasm, children develop confidence, empathy, and a lifelong love for reading.

As part of the campaign, **Scholastic Philippines invites the public to join the movement online**. Parents, teachers, and students are encouraged to record their read-aloud moments and **share their videos on social media (Facebook, Instagram, Tiktok)**, helping inspire more families and schools to make reading aloud part of their daily routine.

“Every story shared is an opportunity to spark imagination and learning,” Scholastic Philippines shares. “Together, we can raise a generation of confident readers—one read-aloud at a time.”