

1999: 'ReadRight'

Title: **ReadRight**

Produced by: *The Sunday Times*

Country: South Africa

Language: English

Category: Publications for the Young



• **The Idea** : The Sunday Times of South Africa won the 1999 World Young Reader Prize for helping to fill the country's need for quality school materials. The new four-page weekly supplement in the Sunday Times provides story books, exercises, maps and a wide range of activities to attract and instruct the young. The materials have attracted strong support from teachers, sponsors and readers.

"The Sunday Times' 'ReadRight' project is an outstanding example of a well-planned, well-executed programme which

targets the specific needs of a newspaper and a nation," said the judges, members of WAN's Newspapers in Education Committee.

"The project's four-page pull-out section was in response to a call from the country's president for improved education standards. It addresses the widespread shortage of quality materials in the classroom."

• **Contact:**

Lisa Blakeway

Editor

The Sunday Times

Phone: (27) 11 280 5118, +27 82 895 3569

Fax: (27) 11 280 5111