

Racing to Read Early Literacy Program Terms of Use

The Racing to Read Early Literacy Program was developed and is copyrighted by the Springfield-Greene County Library District to help parents and caregivers learn how to build and support the development of early literacy skills in their children from birth through age six. Since the Racing to Read images and language are copyrighted all materials including copies, logo, titles and images must include the following text when used: © Copyright 2011 Springfield-Greene County Library District. All Rights Reserved. The model includes five Roads to Reading, each represented by a distinct title, definition and graphic. The Missouri State Library will share the Racing to Read Early Literacy Program and its accompanying text and graphics to Missouri public libraries that agree to use the Racing to Read model as an early literacy program targeting families with children from birth to age six. The following are stipulations these libraries must abide by in using the Racing to Read Early Literacy Program.

Libraries may not:

- Alter the images, titles or definitions associated with Racing to Read and the Roads to Reading other than changing the size. These include: “Racing to Read” and its associated image; “Love Books: Have fun reading books you and your child enjoy” and its associated image; “Sing and Rhyme: Play with songs and rhymes” and its associated image; “Tell Stories: Create stories, play make-believe and let your child be a storyteller” and its associated image; “Talk and Read: Explore lots of words with your child” and its associated image; “Play with Letters: Find print everywhere. Play with words and letters” and its associated image.
- Separate the Racing to Read Roads to Reading images from their associated titles and definitions or substitute different titles or definitions with the associated images.
- Share the Racing to Read images with other entities, except to promote specific Racing to Read programs and resources provided by the public library.
- Use, copy, display or transmit Racing to Read and its associated images, titles and definitions to promote any programs, services or resources except Racing to Read early literacy programs targeting families with children birth through six.

Libraries may:

- Use, copy, distribute and display the Racing to Read logo and the Road to Reading titles, definitions and images on promotional materials for Racing to Read programs: e.g. fliers, and posters only with the text © Copyright 2011 Springfield-Greene County Library District. All Rights Reserved.
- Use the Racing to Read logo and the Roads to Reading titles, definitions and images for Racing to Read programming activities, e.g. bibliographies, schedules, take home

activities, and library-created certificates with the text © Copyright 2011 Springfield-Greene County Library District. All Rights Reserved.

- Use, copy, distribute, display, and transmit the Racing to Read logo and the Roads to Reading titles, definitions and images on the library's websites, social media sites, professional media sites such as electronic discussion listservs in regards to early literacy and Racing to Read. Copyright notice must be displayed and a script must be used to prevent others from copying images.**

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Typed or printed name of Library Director

Signature, Library Director

Date