



Project Literacy
CENTRAL OKANAGAN SOCIETY

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PRESS RELEASE: 9th Annual Interior Savings' Unplug & Play and Family Literacy Week about to begin!

Free Family Activities taking place across the Central Okanagan for January 22 to 29.

Now in its 9th year, *Interior Savings' Unplug & Play and Family Literacy Week* will take place Sunday, January 22nd to Sunday, January 29th. The week celebrates screen-free play and learning for families with young children.

The week kicks off with a **free family event** at the Rutland Centennial Hall, on Sunday, January 22nd, from 10am to 2pm. The event includes a magic show, creative games, interactive activities, colouring contests and more.

Remembering to unplug from digital devices can be a challenge. *Interior Savings' Unplug & Play and Family Literacy Week* helps families engage in personal, interactive, creative, and fun family activities.

"We're very happy to join with our Community Partners to help families explore ways to unplug and share more personal time together," says Paul Zuurbier, Executive Director of Project Literacy Central Okanagan Society, the organizers of the event.

As title sponsor, Interior Savings is encouraging everyone to check out the free activities planned for the week including, but not limited to, ice skating, swimming, story walks, and library story-times.

"The pandemic has forced many of us to spend more time than we'd like in front of our screens, making the need to unplug even more important to maintain our mental and physical wellbeing, and social connections," says Brian Harris, CEO of Interior Savings. "Interior Savings' Unplug & Play and Family Literacy Week is designed to encourage families to take a break from their devices, and find more balance in their lives, by reading, playing and being creative together."

According to the Public Health Agency of Canada, screen time for children younger than 2 years is not recommended. For children aged 2 to 5 years, limit routine or regular screen time to less than 1 hour per day.

<https://www.canada.ca/en/public-health/services/publications/healthy-living/screen-time-nobodys-perfect.html>

To learn more about the free activities taking place throughout the week, check out the Unplug & Play website: www.unplugandplayweek.com

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