



Project Literacy
CENTRAL OKANAGAN SOCIETY

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PRESS RELEASE: 10th Annual Interior Savings' Unplug & Play and Family Literacy Week!

Free Family Events take place across the Central Okanagan.

Now in its 10th year, *Interior Savings' Unplug & Play and Family Literacy Week* will take place Sunday, January 21st to Sunday, January 28th. The week celebrates screen-free play, creative activities and learning for families with young children.

The week kicks off with a free family event at the Parkinson Recreation Centre, on Sunday, January 21st, from 11am to 3pm. The event includes a magic show, clowns, bouncy castle, fun games, 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 interactive, creative, and fun activities.

"We enjoy helping to organize Unplug and Play every year," says Paul Zuurbier, Executive Director of Project Literacy Central Okanagan Society -- the lead organizer of the event. "This year we are expecting over 300 families to attend. It's a great week for families. They get to try something new and at no cost."

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.

"Empowering parents with young children and maintaining mental wellness are two important areas of focus for us," says Brian Harris, CEO at Interior Savings. "With Interior Savings' Unplug & Play and Family Literacy Week now in its 10th year in the Okanagan, we can be proud of the lasting impact made by continuing to encourage people of all ages to take a break from their devices and bring about more balance to their lives. Rediscovering the simple joys of reading and playing games together as a family is fun and supports mental and physical well-being."

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.

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

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

For more information, contact:

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