SUMMER LEARNING 2018: BY THE NUMBERS

Summer Learning Day is an annual national advocacy day led by the National Summer Learning Association (NSLA) to highlight the importance of keeping kids learning, safe, and healthy every summer. This snapshot represents the millions of children and families touched by the power of Summer 2018.

Nearly 650,000 youth served

941 events and programs posted to NSLA’s online event tracker by summer program staff

45 states + D.C.
304 cities

10.5 MILLION VIEWS
of NSLA PSAs produced by Litton Entertainment

454 MILLION IMPRESSIONS
of NSLA Trombone Shorty and This Is Summer Learning billboards in over 20 U.S. markets produced by Clear Channel Outdoor Americas

49,857 media stories about summer learning opportunities

21 BILLION in estimated media reach for summer learning stories

#KeepKidsLearning reached 14.5 MILLION Twitter accounts

7 FLAGSHIP LIBRARY SYSTEMS
served as Summer Learning day sites for the National Read-Aloud:

- Chicago
- Nashville
- New Orleans
- New York
- Kings County (WA)
- Salt Lake City
- San Francisco

THOUSANDS OF CHILDREN

At left, Illustrator Bryan Collier with youth at the Chicago Public Library Summer Learning Day event, July 12, 2018.

RINGING THE CLOSING BELL®

On July 9, we celebrated our 25th anniversary and the kick-off of National Summer Learning Day at The New York Stock Exchange with Deckers Brands (NYSE: DECK).

THANK YOU TO OUR PARTNERS

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