



**ALIA Access 2010 Conference
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READ LIKE A DEMON: FOOTBALL HEROES PROMOTING READING TO PRIMARY SCHOOL STUDENTS

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Read Like a Demon is a literacy program that offers primary students an opportunity to participate in reading and writing workshops with Melbourne Football Club players, and a variety of best selling children's authors. This is a joint partnership between the Melbourne Football Club and Casey-Cardinia Library Corporation, supported by Hardie Grant Egmont Publishers, and involves 160 students from ten primary schools in the City of Casey.

Introduced as a pilot program in 2009, Read Like a Demon aims to celebrate children's connections with literacy, and to encourage them to read more. In 2010, the successful program has been extended to offer creative writing workshops. Sport and reading create a great mix – supporting such positive literacy values with sporting role models will provide children with confidence and inspire them to develop a love of reading.