

**Press Release**  
For Immediate Broadcast

## **British Council Foundation Indonesia & HSBC Held Kids Read Programme in Bandung**

**Education and Culture Ministry: Boost Children's Interest in Reading to Bring up Critical and Smart Generation**

Jakarta, March 11, 2016 — Supported by the British Council Indonesia Foundation and HSBC Indonesia, “Kids Read” programme which was successfully held last year in Jakarta, is once again delivered. It is part of the effort to boost the children's interest in reading, especially for the kids that are still in the elementary school, in Bandung.

As it approaches its second year this 2016, the Kids Read programme aims more than 700 Bandung elementary school teachers. To ensure the programme's continuity, several selected teachers are going to be trained so they could spread the Kids Read programme to other elementary school teachers.

“We appreciate the effort that had been showed by various sectors, including the private sector, to boost the kids of the nation's interest in reading. This goes along with the Reading Movement that was initiated by the Education and Culture Ministry since last year,” said Education and Culture Minister Anies Baswedan during his closing speech at the Kids Read Jakarta 2015 event at the Education and Culture Ministry's Hall A Building, Jakarta, January 23.

During the opening of the Kids Read programme at Padjajaran State Elementary School in Bandung, Bandung Education Agency also welcomed the programme which also aimed towards the elementary schools in the city.

HSBC Indonesia Corporate Sustainability Head Nuni Sutyoko said, “We are proud to support the Reading Movement via the Kids Read programme throughout 2015. As this second round is being held in Bandung, we believe that the children's interest in reading would keep on growing, which would really help carve their pathway to success in the future. HSBC is always committed to support people to reach their goals, and this programme is one of our ways to prove it.”

Meanwhile, British Council Indonesia Director Sally Goggin also welcomed the Kids Read's success in Indonesia, following the successes that the event had received when it was held at several other regions such as the Middle East and North Africa with the exclusive support by HSBC as British Council's global partner.

“We are really proud since Indonesia managed to be the first Southeast Asian country that implemented the Kids Read programme. We hope that Indonesian children could absorb the

benefit of this programme and make reading as a part of their culture, not only in the classroom but also on their daily life during their free time,” Goggin said

Kids Read’s main activity is elementary school teachers training that covers storytelling methodology, choosing the right and appropriate book for the kids, integrating school’s subject by using storytelling methodology, and English language teaching techniques. Other than that, several communities’ activities as supporting programmes would also be held at the Kids Read. It is useful to create the perfect collaboration between teachers, parents, and children in developing children’s interest in reading and understanding importance of reading culture for children.

The Kids Read programme was being rolled out for the first time in 13 Middle East countries and since 2015, the programme has been running in eight East Asian countries including Indonesia. Thanks to the cooperation with Jakarta Education Agency, the Kids Read programme managed to reach out to 1.862 students, 610 teachers, and 172 schools in Jabodetabek last year.

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#### **About British Council Indonesia Foundation**

British Council Indonesia Foundation is a part of the British Council Holdings, United Kingdom. The foundation was created in October 2013 to support the British Council in providing high-quality English language education, learning, and valuation in Indonesia. For further information about British Council Indonesia Foundation, visit [www.britishcouncilfoundation.or.id](http://www.britishcouncilfoundation.or.id).

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