

NEWS

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Stephen Fry lends support to Get Caught Reading drive

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Pocoyo narrator gets involved with US initiative to encourage reading.

Zinkia Entertainment's Pocoyo character, and the narrator of the series - Stephen Fry - are supporting the Get Caught Reading campaign in the US this month.

Organised by the Association of American Publishers, the initiative was created to remind people of all ages how much fun it is to read.

As part of the campaign, Pocoyo is depicted 'caught reading' with Fry in posters, which will be available for use in classrooms, libraries and other locations throughout the country.

"Pocoyo is a wonderful vehicle for introducing young children to reading, both in terms of developing language skills and in enjoying the written word," said Maria Doolan, MD of brand and business development at Zinkia. "We are thrilled Stephen Fry has joined Pocoyo to celebrate the Get Caught Reading campaign, and with Random House launching a variety of Pocoyo books in America this August, the campaign is also a great way to help promote this new partnership."