

Read online shop launches

The READ Educational Trust in conjunction with Reading Matters has launched into the e-commerce space to offer patrons the convenience of purchasing a variety of items through [The Read online shop](#).



In addition to offering the sheer convenience of shopping on a virtual platform, The Read online shop is set to grow brand awareness, and generate additional income from the sale of various merchandising items such as our designer T-shirts, cup-and-spoon gift sets, Red Reading Boxes and Read Aloud Magic sets.

The popular Red Reading Boxes are set to be a best seller online, and it is predicted that the recently launched Read Aloud Magic sets will follow suit. Aimed at encouraging reading aloud in the home and in the classroom, each of three book sets on offer contain 12 books filled with magical, adventure-filled stories set in Africa. Beautifully illustrated, these stories revolve around children and animals discovering the world in which they live.

More high-quality items will be added from time to time, and 100% of the profit will be reinvested back into promoting literacy and quality education across the country.

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