

This campaign was created with the Library of Congress in an effort to inspire young readers to become lifelong readers. The objective is to inspire fun and promote literacy in all types of learning. From books to magazines to comics, and in all its other forms, reading gives kids the opportunity to explore their imaginations, and "Explore New Worlds." The campaign has partnered with The Walt Disney Studios Motion Picture Group to develop new PSAs featuring the characters from the upcoming film adaptation of the popular book series, John Carter. The ads aim to encourage children to explore new worlds by opening a book and becoming a more curious reader. Viewers are encouraged to visit www.read.gov to read "A Princess of Mars" the first novel to feature John Carter. Click [HERE](#) if you would like to read the novel. And thanks to Barsoomia and The John Carter Files for the heads up. Starring Taylor Kitsch,

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