

Target Persona: Meet Sarah. She is a busy Durham/Carrboro parent who loves her local community, but worries that her kids spend too much time on their iPads. She wants screen-free family activities that support learning, creativity, and connection.

Primary Keyword: benefits of reading for kids

Secondary Keyword: reading as a hobby, early literacy development, reading vs screentime

Longtail Keyword: get off screens and read more

Conversational Summary: Noticing your kids spend more time on screens than learning, imagining, or creating? Golden Fig Books' new Golden Roots Reading Club helps families rediscover the joy and benefits of reading together.

URL Slug: <https://www.goldenfigbooks.com/how-reading-shapes-brighter-futures>

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GOLDEN FIG BOOKS

The Story Starts Here: How Reading Shapes Brighter Futures

Meta Description: Discover the benefits of reading for kids and how Golden Fig Books' new Golden Roots Reading Club helps families unplug and rediscover imagination.



Alt Text: Interior of Golden Fig Books, an independent bookstore with wooden floors and shelves filled with colorful books. A display in the foreground features popular titles like *Normal People* and *Where the Crawdads Sing*, with the store's blue logo visible in the background.

Caption: Where stories find their readers. Discover your next favorite book at Golden Fig Books.

Why Books Still Beat Screens

Did you know that according to the [American Academy of Child and Adolescent Psychiatry](#), the average child spends over [seven hours per day on digital devices](#), but only about 30 minutes reading? It's no secret that screens have taken over storytime. However, while screens can entertain and educate, they often trade focus for frenzy.

The **benefits of reading for kids** go beyond vocabulary and test scores. Reading strengthens empathy, attention, and imagination, which are skills that screens tend to break down. A [study](#) by the [National Literacy Trust](#) found that children who enjoy reading for fun are more than three times as likely to have strong mental well-being.

A good story slows the world down just enough for kids to listen, imagine, and dream with no WiFi needed.



Alt Text: Close-up of a young girl as she reads a book at home, surrounded by warm light. She looks engaged and joyful, capturing the magic of childhood reading and imagination.

Caption: A good book can turn any corner of the house into an adventure waiting to happen.

Reading as Homework to Reading as a Hobby

To many kids, books have become “the thing I should do” instead of “the thing I want to do.” But the key to unlocking their excitement lies in reframing reading as a hobby. Turning reading into something joyful, personal, and fun, rather than homework or a punishment, allows children to broaden their horizons beyond screen time.

When kids get to choose what they read, they gain ownership over their own curiosity. Maybe it’s a biography about an important historical figure, a magical fantasy series, or even a silly comic book. The form of writing matters less than the freedom a child has to choose what interests them. When parents read alongside their kids, ask questions, and celebrate the story together, reading becomes a connection, not an obligation.



Alt text: A father and his young son sit together on a bed in pajamas, reading a book before bedtime.

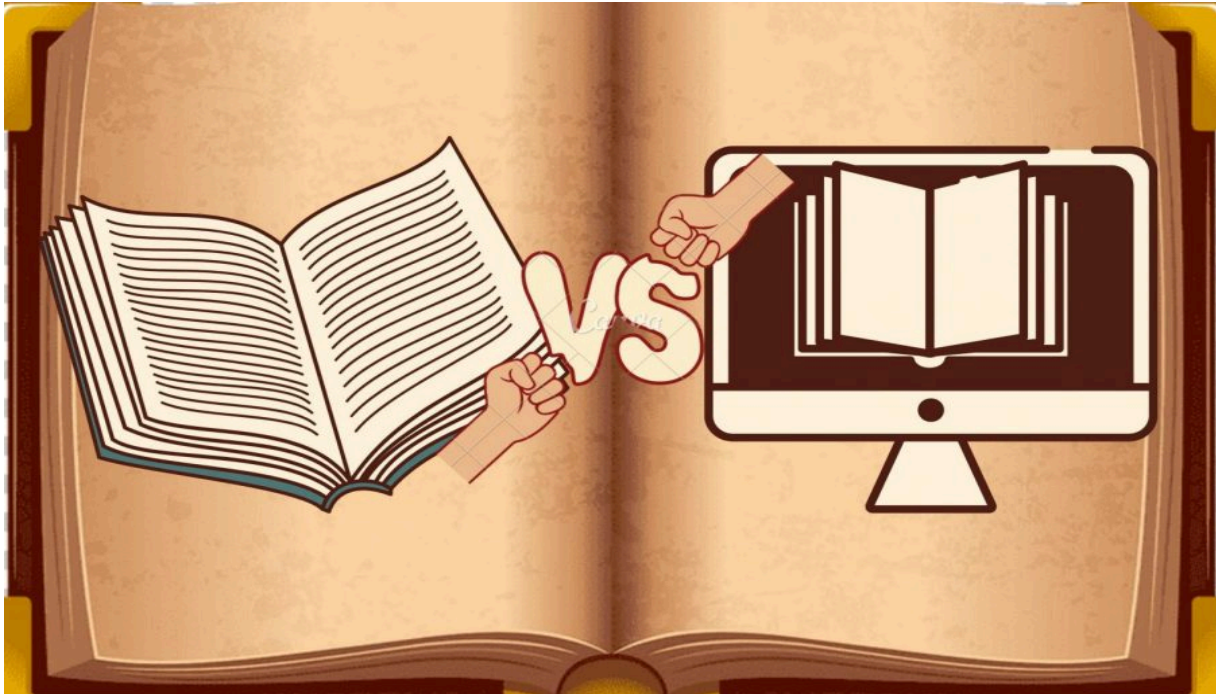
Caption: Quiet moments, big impact. A nightly story can spark imagination and connection.

Early Literacy Development at Home

Early literacy development doesn't just happen in classrooms; it happens at home in living rooms, playrooms, and bedtime routines. Every story read aloud, every bedtime page turned, strengthens both language and love.

Shared reading time has been linked to higher language development and stronger parent-child bonds. The [American Academy of Pediatrics](#) found that [60% of the variance in a child's vocabulary](#) by third grade was explained by the home language environment before preschool. This means, when parents read aloud, children hear the rhythm of language, absorb new words, and learn how stories build meaning.

So, when you read together, you're not just building literacy. You're building connection, creativity, and confidence.



Alt text: Graphic showing a traditional open book on one side and a digital book displayed on a computer on the other, with “VS” in the middle and fists punching at each other. The image represents the comparison between reading print books and screens.

Caption: Book or screen? The great reading debate continues.

Why Fight? Reading vs Screentime

The tug-of-war between reading vs screentime is one every modern parent knows too well. Screens are easy, but studies consistently show that excessive screen exposure can dampen focus, increase stress, and reduce sleep quality.

Reading, on the other hand, activates deep thinking and creative visualization. It slows the mind down just enough to imagine, empathize, and problem-solve. It allows children to be mindful, even when they are too young to understand what that means.

When children spend more time reading and less time scrolling, they don't just learn stories; they learn how to tell their own.



Alt text: A group of young children sit in a circle on the floor of a library, laughing and holding open books as an adult reads aloud to them. Bookshelves are in the background, and the scene captures a joyful group reading session promoting early literacy and imagination.

Caption: Kids rediscover the joy of reading together at the Golden Roots Reading Club, where imagination grows one page at a time.

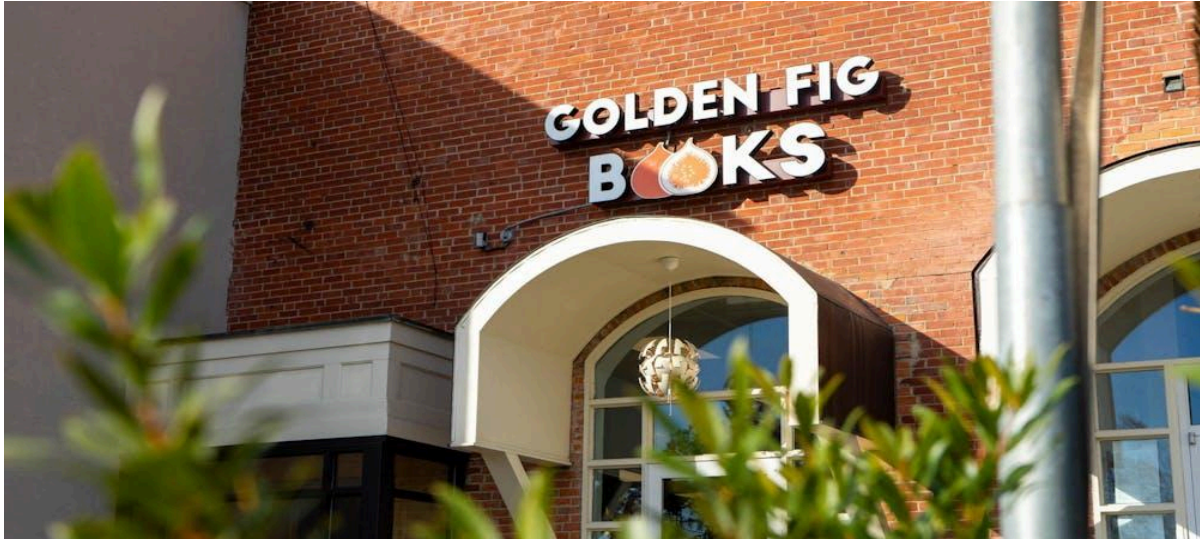
Get Off Screens and Read More

Here's the truth: The secret of how to help kids [get off screens and read more](#) isn't about saying "no" to tech, it's about giving them something better to say "yes" to.

Community reading programs can offer that "something better". They introduce kids to peers who love books, give them reasons to talk about characters and ideas, and remind them that reading is a shared experience.

That's where we come in. At [Golden Fig Books](#), we believe reading should bring people together. Our bookstore turns reading from a solo activity into a shared adventure,

building a place where families can browse side by side, discover new voices, and build memories that last long after the final page.



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Caption: Kids rediscover the joy of reading together at the Golden Roots Reading Club, where imagination grows one page at a time.

Introducing the Golden Roots Reading Club

Golden Fig Books is proud to launch the Golden Roots Reading Club, a monthly community program for elementary-aged kids and their families. It will be a warm, screen-free space where stories come alive and imaginations grow wild.

The Golden Roots Reading Club will help parents and kids:

- Build consistent reading habits rooted in fun
- Strengthen early literacy development through guided activities

- Meet other local families who value imagination and literacy
- Discover diverse authors and stories that reflect real-world experiences
- Reignite creativity and curiosity that gets lost in endless scrolling

Whether you're in it for the family bonding, the literacy boost, or the joy of watching your child get lost in a book, the Golden Roots Reading Club offers a meaningful alternative to endless scrolling.

Ready to Turn the Page?

Big changes start with small pages. Whether it's a bedtime story, a weekend bookstore visit, or just ten screen-free minutes, every bit of reading time matters.

Join Golden Fig Books in rediscovering the **benefits of reading for kids** and for their families.

Here's how you can start your next chapter:

- Visit our [website](#) to learn more and view our [upcoming events calendar](#)
- Follow Golden Fig Books on [Facebook](#) and [Instagram](#) to keep up with us
- Sign up for the [Golden Fig Books newsletter](#) to see upcoming info sessions and events
- Download our [free white paper](#) on the **benefits of reading for kids**, data behind early reading habits, and how they shape lifelong learning and creativity

Even one small step can be the start of something big: rediscover the magic of reading.