

STATE LIBRARY OF QUEENSLAND

MEDIA RELEASE

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Ash Barty named First 5 Forever ambassador

Sporting legend Ash Barty will add her star power to State Library of Queensland's successful play-based learning initiative First 5 Forever.

Ash's new role as First 5 Forever ambassador was announced at a special event at State Library today (Thursday 4 April).

The tennis champion will promote the benefits of parents and caregivers talking, reading, singing and playing with their children.

First 5 Forever helps families discover ways to support their children's development in the first 5 years.

"As a new mum and auntie, I know how important it is to find everyday moments to connect and build a bond with little ones. That's why I'm so excited to be the First 5 Forever ambassador," Ash said.

"I'm proud to be championing First 5 Forever and sharing how talking, reading, singing and playing with children helps them to thrive," she said.

Ash's appointment follows this year's launch of the Ash Barty Foundation, which provides opportunities for young boys and girls through sport and education. It also builds on her close relationship with State Library.

Launched in 2015, First 5 Forever is an initiative of the Queensland Government, coordinated by State Library and delivered in partnership with local government, through 325 public libraries and Indigenous Knowledge Centres across Queensland.

Quotes from Minister for the Arts Leanne Enoch:

"To have a champion of the calibre of Ash Barty step up as ambassador of First 5 Forever and inspire young Queenslanders is a grand slam win for early education.

"Ash's First 5 Forever ambassadorship taps into her great passion for getting under-5s, from remote Indigenous communities to our big cities, excited about play-based early learning.

"We know when young Queenslanders learn early while they play, they thrive with lifelong health benefits.

"As a world tennis champion, a new mum and a Queenslanders, Ash Barty is a wonderful ambassador for giving our kids the best possible start in life.

"Tailored to individual communities and in partnership with local councils, First 5 Forever is part of our 10-year Creative Together strategy for strengthening Queensland communities."

Quotes from State Librarian and CEO Vicki McDonald AM:

"The early years matter, which is why State Library is thrilled to continue its partnership with Ash and the Barty family through First 5 Forever."

“Ash shares State Library’s love of knowledge and creativity and understands the important role of parents in nurturing a lifelong love of learning.

“We look forward to working with Ash to help parents connect with their children, in fun and meaningful ways.”

#slqFirst5Forever | [media kit](#) | slq.qld.gov.au/first5forever

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