

While government must ensure that all our children receive a world-class education, parents and caregivers play a crucial role in preparing them—especially during early childhood. We can promote a positive relationship with books and language through everyday activities to make reading fun and interactive. When reading to young children, I urge all parents and caregivers to talk about what is happening in a story, point out details that relate to real life, and encourage them to ask about words they do not understand. Making regular trips to the library, playing word games, and simply keeping books around the home can foster a love of reading that will last a lifetime. We can also set a good example by turning off the television and picking up a book to read with or alongside our children.

On Read Across America Day, my Administration is partnering with the National Education Association to encourage families across our Nation to make reading a priority. Together, we can give our sons and daughters the knowledge and skills they need to compete in the global economy, and in doing so, secure a brighter future for America.

NOW, THEREFORE, I, BARACK OBAMA, President of the United States of America, by virtue of the authority vested in me by the Constitution and the laws of the United States, do hereby proclaim March 2, 2010, as Read Across America Day. I call upon children, families, educators, librarians, public officials, and all the people of the United States to observe this day with appropriate programs, ceremonies, and activities.

IN WITNESS WHEREOF, I have hereunto set my hand this first day of March, in the year of our Lord two thousand ten, and of the Independence of the United States of America the two hundred and thirty-fourth.

BARACK OBAMA

Proclamation 8481 of March 2, 2010

Women's History Month, 2010

*By the President of the United States of America
A Proclamation*

Countless women have steered the course of our history, and their stories are ones of steadfast determination. From reaching for the ballot box to breaking barriers on athletic fields and battlefields, American women have stood resolute in the face of adversity and overcome obstacles to realize their full measure of success. Women's History Month is an opportunity for us to recognize the contributions women have made to our Nation, and to honor those who blazed trails for women's empowerment and equality.

Women from all walks of life have improved their communities and our Nation. Sylvia Mendez and her family stood up for her right to an education and catalyzed the desegregation of our schools. Starting as a caseworker in city government, Dr. Dorothy Height has dedicated her life to building a more just society. One of our young heroes, Caroline

Moore, contributed to advances in astronomy by discovering a supernova at age 14.

When women like these reach their potential, our country as a whole prospers. That is the duty of our Government—not to guarantee success, but to ensure all Americans can achieve it. My Administration is working to fulfill this promise with initiatives like the White House Council on Women and Girls, which promotes the importance of taking women and girls into account in Federal policies and programs. This council is committed to ensuring our Government does all it can to give our daughters the chance to achieve their dreams.

As we move forward, we must correct persisting inequalities. Women comprise over 50 percent of our population but hold fewer than 17 percent of our congressional seats. More than half our college students are female, yet when they graduate, their male classmates still receive higher pay on average for the same work. Women also hold disproportionately fewer science and engineering jobs. That is why my Administration launched our Educate to Innovate campaign, which will inspire young people from all backgrounds to drive America to the forefront of science, technology, engineering, and math. By increasing women's participation in these fields, we will foster a new generation of innovators to follow in the footsteps of the three American women selected as 2009 Nobel Laureates.

Our Nation's commitment to women's rights must not end at our own borders, and my Administration is making global women's empowerment a core pillar of our foreign policy. My Administration created the first Office for Global Women's Issues and appointed an Ambassador at Large to head it. We are working with the United Nations and other international institutions to support women's equality and to curtail violence against women and girls, especially in situations of war and conflict. We are partnering internationally to improve women's welfare through targeted investments in agriculture, nutrition, and health, as well as programs that empower women to contribute to economic and social progress in their communities. And we are following through on the commitments I made in Cairo to promote access to education, improve literacy, and expand employment opportunities for women and girls.

This month, let us carry forth the legacy of our mothers and grandmothers. As we honor the women who have shaped our Nation, we must remember that we are tasked with writing the next chapter of women's history. Only if we teach our daughters that no obstacle is too great for them, that no ceiling can block their ascent, will we inspire them to reach for their highest aspirations and achieve true equality.

NOW, THEREFORE, I, BARACK OBAMA, President of the United States of America, by virtue of the authority vested in me by the Constitution and the laws of the United States, do hereby proclaim March 2010 as Women's History Month. I call upon all our citizens to observe this month with appropriate programs, ceremonies, and activities that honor the history, accomplishments, and contributions of American women.

IN WITNESS WHEREOF, I have hereunto set my hand this second day of March, in the year of our Lord two thousand ten, and of the Inde-

pendence of the United States of America the two hundred and thirty-fourth.

BARACK OBAMA

Proclamation 8482 of March 5, 2010

National Consumer Protection Week, 2010

*By the President of the United States of America
A Proclamation*

Every day, American consumers decide how and where to spend their money. Their decisions have far-reaching effects for both their financial well-being and our Nation's economic stability. National Consumer Protection Week (NCPW) gives all Americans an opportunity to become better-informed consumers.

This year, NCPW focuses on the importance of being a careful consumer at every stage of life, from grade school to retirement. To help our children grow into financially responsible adults and avoid frauds and scams, we must help them understand the marketplace. Parents and educators can play a role by teaching them about advertising and marketing, smart financial practices, and keeping personal information safe and secure.

My Administration is committed to protecting American consumers. Last month, major reforms went into effect with the Credit Card Accountability, Responsibility, and Disclosure Act of 2009. This landmark legislation reins in deceptive tactics that unfairly penalize responsible consumers with unreasonable costs. However, consumers must also learn to avoid predatory practices and manage their financial resources more effectively. That is why I established the President's Advisory Council on Financial Capability, which is looking for new ways to help individuals make informed financial decisions.

Still, our Government must do more to stand up for consumers. From excessive bank account overdraft fees to abusive mortgage lending practices, our broken financial system produces profits at the expense of American families. I support the creation of an independent Consumer Financial Protection Agency to safeguard ordinary Americans as they navigate the financial marketplace.

Giving Americans of all ages the resources they need to make wise buying decisions is the responsibility of Federal, State, and local consumer protection agencies, private sector organizations, and consumer advocacy groups. This week, I encourage all Americans to visit Consumer.gov/NCPW for informative and interactive resources to help them take full advantage of their consumer rights.

NOW, THEREFORE, I, BARACK OBAMA, President of the United States of America, by virtue of the authority vested in me by the Constitution and the laws of the United States, do hereby proclaim March 7 through March 13, 2010, as National Consumer Protection Week. I call upon government officials, industry leaders, and consumer advocates across our Nation to share information about consumer protection; and I encourage all Americans to learn more about marketing and