

**Reach
Out and
Read®**

National Center



F A L L 2 0 0 4

News for Friends and Supporters of Reach Out and Read®

2004 Literacy Champions Honored

The 2004 ROR National Literacy Champion Awards were presented to CVS/pharmacy and Target on June 17 at the Greater Philadelphia Friends Benefit for Pediatric Literacy. The ROR Literacy Champion Award is given to an individual, corporation or foundation that exemplifies the mission of Reach Out and Read through a steadfast commitment to early literacy.

CVS/pharmacy has worked with ROR to build program capacity since 1999. Their focused support of ROR coalitions has furthered ROR's national expansion.

Target's multi-year partnership has helped to advance the cause of literacy both locally and nationally. Through start-up and sustainability funding of ROR programs, Target has continued a strong philanthropic tradition of giving back to the community.

**Gregg Steinhafel,
President, Target Stores,
accepts the Literacy
Champion award from
Trude Haecker, MD.**



Friends of ROR Greater Philadelphia Celebrate Literacy

On June 17, 330 guests gathered in the grand rotunda of Philadelphia's Franklin Institute to support the Friends of Reach Out and Read Greater Philadelphia and welcome first lady Laura Bush.

A dedicated Friends committee, headed by Sandy Adzick, Anne Hamilton, and Margaret Sullivan, working in conjunction with ROR Philadelphia coordinator Kirsten Plender Rogers and medical director Trude Haecker, MD., orchestrated a successful gala that raised more than \$200,000 for

the Greater Philadelphia coalition.

Presenting sponsor, Mellon Financial Corporation, extended its traditional sponsorship role by organizing the evening's silent and live auction.

Mrs. Bush was introduced by 7 year old Stefon Walker, a patient of Dr. Haecker's. Stefon presented Mrs. Bush with his favorite book, *Arthur in a Pickle*, charming the audience of literacy supporters.



Laura Bush addresses the audience at the Benefit for Pediatric Literacy.

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Board Profile

Steve Cohen

From the very start, Steve Cohen recognized ROR's potential. A former Managing Director at Scholastic Inc., Steve's association with ROR began at a meeting at the White House in 1997 where he announced a pledge of 100,000 new books for ROR children.

Steve remembers, "What became clear from that very first meeting was that the ROR idea was not only nifty, but important. But the challenge was considerable: how could ROR "touch" far more children than the 150,000 they were currently reaching?"

"Steve saw that this was the opportunity for publishers to do well by doing good," remembers Perri Klass, MD, ROR Medical Director. He began by initiating a series of challenge grants, both to the National Center and local programs—which over time resulted in the donation of more than 1 million free books from Scholastic.

Later, as the program struggled to find an easy way for sites to order books, Steve put the wheels in motion and came up with the Reach Out and Read Book Catalog—currently in its sixth edition and representing more than 30 publishers.

Steve's entrepreneurial spirit eventually led him to join Living Independently, a high tech health care start-up, with offices in New York City, that helps the elderly live more safely in their own homes.

Steve has been an active participant on ROR's Board of Directors since its formation. He recently commented, "I have served on a number of Boards—from my children's school to the Vice Chairmanship of the United States Naval Institute—and my work for ROR has been both the most important and satisfying."



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**THANK
YOU!**

Charlesbridge of Watertown, MA and WBUR, Boston

Last spring **Charlesbridge** donated 9,000 beautiful books to ROR programs in Massachusetts and Rhode Island as part of an initiative that took place during the **WBUR** spring fund drive.

Verizon

In May, 2004, at the National Women's Association of Verizon Employees (WAVE) Conference, Dr. Perri Klass accepted a check for \$125,000 from the **Verizon Foundation**. This generous grant will fund ROR programs in Verizon communities throughout the country. Thank you also to all of the WAVE members across the country who have donated their time, collected books, and raised money for ROR programs in their local communities. We look forward to another exciting year of this partnership!

Profile of a ROR Friend: Kirke Hall

Kirke Hall's association dates back to 1998, when she attended one of the first informational meetings for the Friends of Reach Out and Read. After listening to ROR's medical director, Perri Klass, MD, speak about the program, Kirke remembers thinking that ROR, "...seemed like something so simple, so easy, yet so unique and effective."

When her first daughter was born a few years later, Kirke was well-prepared to start reading to her from an early age, and enjoyed looking for the cues provided on the ROR Developmental Milestones. Merritt, now

almost 4, was later joined by Caroline, 18 months old.

An interior designer, Kirke has lent her considerable talents to ROR events, including the décor of the first Friends Gala in 2000, which welcomed first lady Laura Bush to Boston and raised more

than \$300,000 for ROR.

Kirke's current challenge is the upcoming Read and Romp family event in Boston. She and her committee are currently designing the book stations where young children will engage in activities, games, arts and crafts. She is delighted to once again be involved in a project that will ultimately help bring books into children's lives.

If you are interested in joining the Friends of Reach Out and Read, please contact **Anne-Marie Fitzgerald, Director of Development** at 617-629-8042, ext. 226 or email her at annemarie.fitzgerald@reachoutandread.org



Kirke Hall enjoys a story with daughters Caroline and Merritt.

Community Book Sale Benefits ROR

A group of book-loving moms from CT recently found a creative way to support Reach Out and Read. Faced with an impending move, Lisa Segal decided to clean out her book collection. She convinced the other members of her book group to join her in organizing a gently used book sale.

They talked to other friends, advertised in local classifieds and posted flyers throughout their neighborhoods. The result was hundreds of children's and adult books that they then sold at a giant yard sale.

The friends knew that they wanted the proceeds to benefit children, and after careful research, an article in *Parent's Magazine* "10 Children's Charities that Deserve Your \$\$\$", lead them to Reach Out and Read.

"We are thrilled to help promote children's literacy, especially to those children who may not otherwise be exposed to the joy of reading at such an early age." Lisa commented. The money they raised will be used to purchase new books for ROR children. Thank you Lisa, Julie Finkel-Hozer, Mindy McNerney, Sarah Manning, Alison Sokol and Margi Klein!

Volunteers Make a Difference

"I never expected reading to children to be as rewarding as it has been. I only hope that I have impacted the lives of the kids that I work with as much as they have impacted mine. Each child that I read to is different, but they all share the same sense of excitement when they see me carrying books through the hospital hallways with my Reach Out and Read tote bag."

Caroline Andrews, ROR Volunteer, Bellevue Hospital, NY



A volunteer shares a story at Bellevue Hospital's (NYC) Reach Out and Read

Spread the Joy this Holiday Season—

Make a Tribute Gift to Reach Out and Read

Honor someone special this holiday season by making a contribution to Reach Out and Read. Make a gift of \$25 or more and ROR will acknowledge your donation with a colorful gift card. Your support will help us bring books into the lives of children who would otherwise grow up without them.



2004 Richard Robinson Award Presented at ROR National Conference

Daisy Kime of Shreveport, LA was presented with the 3rd annual Richard Robinson Award at the ROR National Conference in San Francisco. The award is named in honor of Dick Robinson, President and CEO of Scholastic, whose vision and support was instrumental in ROR's growth and development during the program's early years.

A retired social worker, Daisy was recruited to serve as volunteer coordinator of the ROR program at Louisiana State University Health Sciences Center-Shreveport in 1998. She has seen ROR through six

Your United Way Contribution Can Benefit ROR

When you make your 2004 United Way contribution, you can designate Reach Out and Read as the recipient. Simply enter the Reach Out and Read name in the "Restricted Contribution" category on your pledge form.

New Medical Research Supports ROR

A study published in the May edition of *Pediatrics*, and carried out by a team of researchers from the Department of Pediatrics, Yale University School of Medicine, provides additional evidence that ROR works. "**More Evidence for Reach Out and Read: A Home Based Study**," concluded, "A modest literacy intervention, such as ROR, can have a significant impact on a child's home literacy environment."

LITERACY CHAMPIONS CONTINUED FROM PAGE 1

Mrs. Bush, a ROR advocate since 1997, spoke of the importance of books in the lives of young children. "With your continued support, Reach Out and Read can meet its goal of launching 1500 new program sites in the next five years. This expansion will build the libraries and love of reading for a million more children," she said.

ROR Greater Philadelphia is a coalition that includes 25 ROR programs reaching 70,000 young children in southeastern Pennsylvania.



Doctors Marlene Broussard, Paul Cooper, Robert McVie and Joseph Bocchini Jr. from LSUHSC-Shreveport congratulate Daisy Kime on her award.

successful years at that program, where she currently serves as its part-time coordinator. Daisy's creativity, energy, and passion for the program have served Reach Out and Read well, and we congratulate her on her achievement.

ROR's Book Group Project Set to Launch

PASS THE BOOK



Pass the Book is an initiative of Reach Out and Read designed to raise \$3 million from individuals who love reading to provide new, culturally and age appropriate books for the more than 2 million young children ROR serves annually.

If you belong to a book club, you can help ROR spread the word about **Pass the Book!**

For an information packet, please contact **Beth Krueger** at 617-629-8042, ext. 240 or email beth.krueger@reachoutandread.org

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Read and Romp 2004

A Family Event to Benefit Reach Out and Read

You're invited to travel with your child through the pages of some of your favorite storybooks: *Where the Wild Things Are*, *Harry Potter*, *Chicka Chicka Boom Boom*, and more!

Sunday, November 14th, 2004

11:00 a.m. - 2:00 p.m.

World Trade Center ♦ Cityview Ballroom

♦ Family friendly buffet lunch ♦ Photographs with Clifford, the Big Red Dog ♦ Book signing by author, Norman Bridwell ♦

Activities best suited for families with children 8 and under. Tickets are \$50 each, children under 2 are free.

Discounted parking available at the World Trade Center
164 Seaport Boulevard ♦ Boston, MA 02210



For more information and tickets please call 617.629.8042 x240
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