

**Reach
Out and
Read®**

National Center



F A L L 2 0 0 3

News for Friends and Supporters of Reach Out and Read®

Celebration at Boston Medical Center

**ROR Program Honors Massachusetts
Speaker Thomas M. Finneran;
Mellon Charitable Giving Program**

Continuing its tradition of encouraging public-private partnership, Reach Out and Read recognized two of its long-standing Massachusetts supporters at a celebration at the newly redesigned ROR reading area at Boston Medical Center. Honored were Thomas M. Finneran, Speaker of the Massachusetts House of Representatives, who received the 2003 ROR Literacy Champion Award, and the Mellon Charitable Giving Program, represented by David Lamere, Chair and CEO of Mellon New England, which provided support for the new reading area.

The Mellon Charitable Giving Program, through the generosity of the Arthur F. Blanchard Trust, was the catalyst for the creation of the reading area at the founding site of Reach Out and Read. In the

midst of the bustling clinic, the reading area provides an inviting place for young children to listen to stories and enjoy the comfort of books.



**Sharing stories
at the BMC
celebration:**

**Thomas Finneran,
above;
David Lamere,
right.**



A Mother's Story

"You want to buy everything for your babies...things you don't need—but you don't buy books. You never think of books and what they can do to increase your baby's mind."

A young mother of one year old twins who receive books from Reach Out and Read was recently featured in a CNN Accent Health news segment that was distributed to over 11,000 medical offices throughout the country in August.

"These were my first babies, so I was a little confused about the importance of books."

Her experience as a first time parent mirrors that of many of the mothers and fathers benefiting from ROR.

"Books are really expensive now, especially the board books for babies, and that's money I can use to buy food and diapers and wipes."

All parents want the very best for their children, yet limited resources present significant obstacles.

"Now I can see the effects—they want to learn and the books help them learn."

The opportunity to hear from her pediatrician about the importance of introducing books into her children's lives has made a significant impact on her daily routine.

"They love the stories. And it's important to me because I get to bring my kids closer to me."

Across America, there are now 1.7 million at-risk young children receiving books each time they visit the pediatrician for their check-ups. Their parents are hearing about the importance of reading aloud because ROR has trained pediatricians to talk to families about making books and reading part of every young child's day. Our goal is to reach an additional 300,000 children in 2004.

Introducing...

ROR Board of Directors Member Jeffrey Robbins

As a member of ROR's first Board of Directors, Jeff Robbins has played a key role in the organization's growth and development. Jeff was introduced to ROR in 1989 when the program numbered just over 100 sites, but was beginning to attract national attention. He was struck by the fact that the program was "so simple and so brilliant."

As national expansion progressed, Jeff provided legal advice on such crucial matters as incorporation as an independent non-profit organization, securing a trademark for the Reach Out and Read name, and signing a lease for office space. Since that time he has also provided advice and counsel as ROR has successfully gone forward to secure public funding.

"His knowledge, commitment, and sense of humor are indispensable to the operation of our Board," commented Barry Zuckerman, MD, Board Chair and CEO.

Jeff is currently a member of the firm, Mintz, Levin, Cohn, Ferris, Glovsky, and Popeo, P.C., practicing in the litigation section of their Boston office. Among his other activities, he has been instrumental in establishing a successful relationship between his firm and the Family Advocacy Program at Boston Medical Center, a unique partnership between medical and legal professionals which assists low income families with their basic needs for housing, safety, food, and access to health care.

In 1999 and 2000 Jeff served as a U.S. delegate to the United Nations Human Rights Commission in Geneva, Switzerland. Previously he was Deputy Chief Counsel to the U.S. Senate Governmental Affairs Committee Special Investigation into campaign fundraising practices during the 1996 federal elections, and served as Chief Counsel to the Minority of the Permanent Subcommittee on Investigations of the U.S. Senate.

Jeff received his B.A. from Brown University in 1978 and his J.D., cum laude from Boston University in 1982. He lives with his wife Joanne and their children Alex and Tali in Lexington, MA.



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Congratulations to Board Member and Friends Founder

Lisa Schwarz on the birth of
Lucie Nightengale, May 26, 2003

ROR on the Air!

- A series of public service announcements was produced for ROR by **WCVB-TV**, Boston. Four wonderful spots featuring ROR physicians and patients continue to air on the station, and they generously provided permission for the spots to be made available to ROR Coalitions throughout the country.
- **WBUR**, Boston's public radio station, and **Charlesbridge Publishing** of Watertown, MA have teamed up to bring books to children in Massachusetts and Rhode Island as part of the WBUR/WRNI Fall On-Air Fund Drive. Charlesbridge donated over 8,000 books and over 600,000 local listeners were able to hear ROR's message each day during the 10 day fund drive.
- **CNN's Accent Health** series, which is distributed by subscription to over 11,000 medical offices throughout the country, included a segment about ROR in its August program.

A Journalist Gets Hooked By ROR

By Steve Blow, a columnist with the Dallas Morning News

(Reprinted with permission from the Reach Out and Read Texas newsletter, The Roundup)

Being a journalist must be a little bit like working in a pet store. You want to take everything home with you.

Journalists often come away from stories wishing they could get personally involved. But usually you have to tell yourself that you can't fall in love with every great cause you write about. You can't volunteer for every worthwhile endeavor. There are just too many.

I did a pretty good job of keeping that professional distance—until Reach Out and Read, this is.

This one I just couldn't resist.

Maybe my enthusiasm was partly selfish. I know that the future of newspapers depends on a future full of capable readers. More and more we find that people simply don't want to be bothered with reading a newspaper—or reading anything else, for that matter.

Maybe my enthusiasm was partly the result of being married to a teacher. Through her, I see how students who struggle with reading struggle with almost every aspect of school. I see how they go on to struggle with almost every aspect of life, for that matter.

So when I discovered this low-cost, common-sense approach for encouraging reading at the earliest ages, it just seemed like the perfect place to volunteer my time.

Besides, reading to my own children was one of my favorite pastimes. But my son and daughter are 23 and 24 now, so they almost never ask me read them a story! Reach Out and Read gives me a chance to relive their childhoods with some of my favorite storybooks.

It's also a perfect volunteer opportunity for my unpredictable schedule. I read at a clinic near my office, so I can stop there whenever time permits. I know that whenever I show up, there will be a waiting room full of kids eager to share the fun of a good book.

One thing that jumped out at me immediately when I began volunteering is the wide range in the abilities of children. Within a few seconds, I can tell which children have been read to at home and which ones have not.

Some little ones sit and listen attentively. They know many of their colors and join with me in counting objects on the page. Their eyes are bright and inquisitive. Books are part of their lives.

Other children squirm or gaze away, having never developed the attention span that comes with being read to. They don't have a clue about colors or numbers. They don't know how to hold a book or have the dexterity to turn a page.

My heart breaks for those children. And I hope and pray that their parents watch me reading to them and are inspired to go home and do the same.

For me, there's just no other program that offers so much fun as Reach Out and Read—or so much potential to change the life of a child.

Notecard Sales Benefit ROR

ROR has created a unique collection of colorful notecards featuring the work of illustrators **David Shannon, Michael Emberly, Nancy Tafuri** and **Todd McKie**. Each set of 5 cards costs \$10. To order please call the National Center, 617-629-8042, ext. 240 or email communications@reachoutandread.org.



DON'T FORGET!

ROR Can Benefit From Your 2003 United Way Contribution

When you make your 2003 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.

THANK YOU FROM PAGE 5

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2003 Richard Robinson Award

Congratulations to **Georgia Flowers**, recipient of the 2003 Richard Robinson award, named in honor of Scholastic CEO and President Dick Robinson. Georgia, who coordinates 13 programs in Brooklyn, NY, has been involved with ROR since 1989. She is also a member of the board of Reach Out and Read of Greater New York.



Georgia Flowers is congratulated on her award at the national conference: L-R: Robert Needlman, MD, Georgia Flowers, Denise Brown, Trish Magee

Henry Bear's Park Shopping Day to Benefit ROR

**Sunday, November 23, 2003
11am-5pm**

Start your holiday shopping early at all Henry Bear Park locations in Arlington, Cambridge & Newton

For more information
call **617-629-8042, ext 225**

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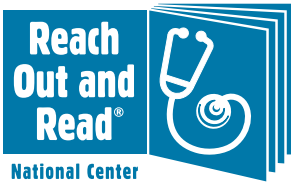
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Books Part
of a Healthy
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Thank You **to our Corporate Partners**

Target Target is supporting Reach Out and Read through a grant to start up 10 new sites in the cities of New York, Miami, Los Angeles, and the District of Columbia. The grant will also be used to provide book grants to 10 existing sites in these cities. Later this year, look for Target's new reading-focused website based on the ROR developmental milestones of early literacy!

CVS/pharmacy CVS/pharmacy is entering its fifth year of support for Reach Out and Read! This year CVS/pharmacy will support the growth of collaborative efforts in the cities of Boston, Miami, Cleveland, Chicago, and Philadelphia.

Verizon Verizon continues to support ROR by funding expansion of the program to new sites across the country. In addition, The Women's Association of Verizon Employees (WAVE) has adopted ROR as their literacy project this year and will be sponsoring a variety of activities to benefit local ROR programs including volunteer initiatives, book fairs and book drives.

Polo Ralph Lauren Support ROR while you shop! Polo Ralph Lauren is introducing a new style of

jeans—the G.I.V.E. jean. This style is their tribute to volunteerism—G.I.V.E. stands for Get Involved. Volunteer. Exceed. Each pair comes with a booklet describing outstanding non-profits and purchasers are asked to go on-line to vote for their favored organization. ROR is eligible to receive 10% of the proceeds.

Atlanta Bread Company Atlanta Bread Company is celebrating its 10 year anniversary! As part of the festivities, they will be having book collections at their café locations in 22 states. Their goal is to collect 10,000 books in 10 days! All of the books will be distributed to local ROR sites near their stores.

Scholastic's ClassroomsCare ClassroomsCare is an annual philanthropy-based literacy campaign designed to teach children about the joy and importance of reading and giving. For each class that reads 100 books by December 31, 2003, Scholastic Book Clubs will donate 100 new books to one of its charity partners. Reach Out and Read programs in Arizona, Colorado, Greater Chicago, Kansas and Louisiana will share this generous donation of 250,000 books.