Reach Out and Read®
National Center

FALL 2005

News for Friends and Supporters of Reach Out and Read®

ROR Welcomes Post® Alpha-Bits as New National Sponsor

"Eat, Play, Learn"

Reach Out and Read is proud to announce a new multi-year partnership with Post Alpha-Bits. The cereal has just been reformulated to be a nutritious choice for parents with toddlers, containing 0g of sugar and providing an excellent source of whole grain and a good source of fiber.

The partnership was launched at the ROR National Conference in Washington, D.C., where Alpha-Bits was a natural to sponsor breakfast. Participants got to sample "advance boxes" of the newly formulated cereal and learn more about its nutritional content.

"Alpha-Bits is thrilled to be a partner of Reach Out and Read," said Theresa Choh-Lee, Brand

CONTINUED ON BACK COVER

ROR Supporters Respond to Hurricane Katrina

Martha Gershun, Director of National Expansion

No one knows the value of books to young children—especially in times of stress—better than Reach Out and Read medical providers, site coordinators, and donors. And so it should come as no surprise that we have received an outpouring of response to the plight of children and families who have lost their homes in the wake of Hurricane Katrina.

ROR donors called us with generous offers of financial support; ROR clinics contacted us to share their books and funding; and ROR doctors, nurses, and site coordinators in effected areas told us about the children they were treating and how we could get books to those clinics, hospitals, and shelters as rapidly as possible.

At the National Center, we moved quickly to coordinate these offers of support and pleas for help. We posted information on our web site to allow ROR sites to donate a portion of their funds to buy books

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Scenes from the Houston Astrodome

Reach Out and Read Board Profile

Judith Newman

Judith Newman, President, School Book Clubs & Scholastic At Home, joined the ROR Board in 2002. At Scholastic, she oversees a $700 million business consisting of Scholastic Book Clubs, the company's unique, school-based distribution channel, and Scholastic At Home, its growing direct-to-home programs serving families with children ages 0 to 12.

Scholastic Book Clubs offer top quality children's books and reading materials to teachers and their students in pre-school through middle school. Under Ms. Newman's leadership, Scholastic has grown to offer 11 different book clubs reaching millions of the nation's teachers, children, and parents every year with the most sought-after titles from all publishers.

Scholastic At Home offers books and materials sent directly to the home each month, featuring beloved characters and properties including Disney, Dr. Seuss, and Clifford The Big Red Dog™. Baby's First Book Club, which was acquired under Ms. Newman's tenure, serves families with babies between 0 and 8 months with high quality, age-appropriate books and toys.

Ms. Newman joined Scholastic in 1994 as Vice President of Marketing for the Book Group. She was previously at Bantam Doubleday Dell as Vice President and Director of the Trumpet Book Club. Ms. Newman also served as Publicity Director at Dell/Delacorte Publishing Company.

Ms. Newman received an M.B.A. from New York University Graduate School of Business Administration and an undergraduate degree from Connecticut College. She attended the Radcliffe Publishing Procedures Course and is a member of the Women's Media Group.

Ms. Newman lives in New Jersey with her husband and two children.

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2005 Richard Robinson Award

Mary Ash at the 2005 ROR Conference

The Richard Robinson Award was created in honor of Richard Robinson, Chairman, President and CEO of Scholastic Inc. It was Mr. Robinson's vision that helped create the ROR/Scholastic partnership in 1997. The award is presented annually to an exemplary ROR site that is providing strong medical leadership, establishing links with the community, and serving a population in need with passion and commitment.

The 2005 Robinson Award winner was Mary Ash, a certified Child Life Director, who has worked with the ROR program at the Harriet Lane Pediatric Primary Care Clinic at Johns Hopkins Hospital in Baltimore since it began in 1997. Mary has been a passionate supporter of ROR and her efforts have resulted in a strong and thriving clinic program which provides more than 3,500 books annually.

HURRICANE KATRINA—FROM PAGE 1

for hurricane relief. We developed an easy-to-use hand-out for doctors who have not previously delivered the ROR program, to give them the basic information they need to give books and literacy advice to parents in these difficult conditions. We designed a bookmark for parents, with advice about how to read to their children to provide comfort during difficult times. We worked with Scholastic to secure excellent prices on books specifically chosen for these children, including a widely-expanded collection of multi-cultural and African-American books. We matched up groups offering to collect books for hurricane victims with doctors who could deliver those donations.

And we used privately donated funds to purchase books for immediate shipment to areas in critical need.

Within a week after the hurricane we were able to:

- Purchase and ship 6,257 children's books to Houston, Texas, where ROR-Texas Coalition Leader Susan Cooley was working with the University of Texas Medical Center to provide pediatric medical care for the evacuees at the George R. Brown Convention Center.
- Purchase and ship 2,015 children's books to Little Rock, Arkansas, where ROR physician champion, Dr. Chad Rodgers, was coordinating delivery to hurricane victims at Arkansas Children's Hospital and Red Cross Clinics throughout the city.
- Reimburse the ROR site at the West Baton Rouge Parish Health Unit in Baton Rouge, Louisiana for book inventories they sent with medical volunteers helping at three Red Cross shelters in the city.
- Coordinate a large donation of new books from the Lisa Libraries in Brooklyn, New York to the South Alabama Literacy Coalition, a ROR partner in Mobile, Alabama, helping distribute books to medical clinics and shelters helping hurricane victims in that area.
- Help a new ROR site in Texarkana, Arkansas providing medical care to hurricane evacuees in shelters and clinics in Southwest Arkansas with ROR books from the Redwoods Rural Clinic in Redway, California.
- Coordinate the delivery of boxes of donated books collected by the Preschool Place at Temple Sholom in Bridgewater, NJ to sites in the South.

There will be many more book shipments to coordinate over the next few days and weeks and months, as we connect with the doctors and nurses providing medical care for the families displaced by the hurricane. We expect this event will permanently alter the demographics of many medical clinics in states where significant numbers of evacuees will resettle. And we stand ready to provide books to existing ROR clinics that will need additional support as well as new clinics that will join the program in these impacted areas.

And as cities and towns along the Gulf Coast begin to rebuild and the primary care health system for children and their families in these states begins to recover, Reach Out and Read will be there to replace the books that were lost in the flood, so that every medical clinic that wants to give out books to children in need has the resources to do so.

Target Continues to Support Reach Out and Read

Reach Out and Read is proud to once again partner with Target® and their **Ready, Sit, Read!** initiative.

Ready, Sit, Read! encourages parents to foster a love of reading early in children's lives and sponsors innovative programs that support early childhood reading throughout the country. Through a newly created parent-child book club, regional book festivals and countless community activities focused on children and books, Target has worked to bring the issue of early literacy to the forefront.

In addition to supporting ROR/Target sites, Target will be sending literacy-themed materials designed by popular children's illustrator J. Otto Seibold to all ROR programs. The posters will brighten clinic waiting rooms while bringing our joint message about the importance of reading aloud to families across the country.

American Booksellers Association Helps Pass the Book

The American Booksellers Association (ABA) has committed to support Pass the Book by disseminating information to independent booksellers through Bookselling This Week and by distributing materials in the September Book Sense Red Box. The program is open to any bookseller interested in encouraging early literacy. Previous ABA support for ROR included sponsorship of a program called **Prescription for Reading** which distributed thousands of books to ROR families over a three-year period. **Prescription for Reading** was developed in conjunction with ROR and worked to further promote the findings that daily reading to very young children enhances their overall intellectual, physical, and emotional development.

Founded in 1900, the American Booksellers Association is a not-for-profit organization devoted to meeting the needs of its core members of independently owned bookstores with retail storefront locations through advocacy, education, research, and information dissemination. The ABA is the sponsor of **Book Sense: Independent Bookstores for Independent Minds**—the national integrated marketing campaign.

For more information on the American Booksellers Association you can visit **www.BookWeb.org**

Read, Romp, and Rock! Planning Gets a Head Start

The Weston, MA home of longtime ROR friends John and Mari Lathrop was the site in May for a coffee reception to kickoff the 2006 winter event. Mari and other organizers Lisa Lebovitz, Jenny Seeman, and Susan Viracola invited their friends and neighbors to listen to Medical Director and President Perri Klass, M.D. describe how ROR changes the way a pediatrician practices medicine. She "took" listeners into the exam room while describing the sense of triumph she feels when she puts a beautiful new book into the hands of one of her delighted patients. "At Reach Out and Read," she said, "we know that children who learn to love books at an early age are more likely to start school ready to read and succeed, more likely to stay in school, and more likely to break away from the cycle of poverty."

Mari Lathrop and children

The event, which introduced more than 40 new supporters to the program, served to both educate and inspire. Attendees signed up for ROR site visits at Boston Medical Center and volunteered to assist in the planning of Read, Romp, and Rock!

"I've spoken to so many of my friends about my passion for Reach Out and Read," commented Mari. "It was great to have an opportunity to put everyone in the same room to hear about this wonderful program."

Pass the Book Advocate: Kate Hamel

A conversation with the National Center development office was the only encouragement longstanding ROR supporter Kate Hamel of Guilford, NH needed to introduce her reading group to Pass the Book, our newest initiative to broaden support among book lovers and other readers. With a package containing facts about ROR and bookplates for members to complete and return with their gifts, Kate shared her commitment to ROR and its mission at her monthly book group meeting. She encouraged her friends to consider how reading has enriched and informed them and to consider the opportunity to make a difference in a child's life by helping him grow up with a love of reading. She traced her family's association with the program and noted that the ROR mission resonates more clearly for her now as the mother of a two year old son. She encouraged members to see ROR in action by visiting local program sites and, through their support of Pass the Book, to pass on the joy books have given them to a new generation of readers.

The group's response was enthusiastic for as Kate explained, "What better way for a group of readers to share their passion for books than through their support for Reach Out and Read and Pass the Book?" Thanks to Kate's efforts her book group is considering its own Guilford-based ROR initiative; better still they will make good use of their copy of the Book Club Cookbook that they received in appreciation for their participation in Pass the Book!

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(Gifts and grants of $250 and above)

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A Lasting Legacy

Reach Out and Read was the recent beneficiary of a significant gift from the **Wortis Charitable Trust**, made possible through a bequest from the estate of Joseph Wortis. This gift makes a powerful statement about the importance of books, education, and reading to his family. The Wortis family's extraordinary generosity underscores the importance of planned giving in leaving a lasting legacy to the things that matter most. Look for our feature article on Joseph Wortis and his children in an upcoming newsletter.

Introducing A New ROR Partner

BookFairs by BookEnds of Winchester is the latest among businesses to partner with Reach Out and Read. A major sponsor at the recent Boston Read and Romp, owner Judy Manzo viewed the family event as the perfect vehicle to raise awareness of her new enterprise, BookFairs by BookEnds, while supporting a worthy program. "Any initiative that promotes reading and love of books is good for my business," stated Ms. Manzo. "In addition, Reach Out and Read is a program I know and support personally."

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SAVE THE DATE

Read, Romp, and Rock!

An Evening Like No Other!

February 10, 2006
The State Room
Boston, MA

We are looking forward to seeing everyone there! For more information and to become involved, please contact Kit Blundo at **617-629-8042, x239** or **kit.blundo@reachoutandread.org**.

POST ALPHA-BITS—FROM PAGE 1

Director of Alpha-Bits cereal. "When re-launching Alpha-Bits, we wanted to work with an organization that promoted early literacy through a letter-rich environment. The partnership was a natural fit because new Alpha-Bits is ideal for the children who participate in ROR. We are impressed with the commitment of the doctors who put so much effort into educating the minds of young patients."

Alpha Bits is donating 100,000 books to Reach Out and Read, including a beautiful ABC board book published by DK that is ideal for the ROR nine-month health supervision visit. Books will be distributed throughout the country.

ROR and Alpha-Bits have also created a series of age appropriate letter recognition activities for parents to introduce to their pre-schoolers. That information is available on Alpha-Bits' website at **www.alpha-bits.com**.

Be on the look-out for a newly designed Alpha-Bits box on the shelves in early 2006 prominently featuring Reach Out and Read.