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**Sharing a Social Media Post Could Provide a New Book to a Child in Need**

*Penguin Young Readers will Donate One Book for Every Share*

**Boston, MA** (December 23, 2019), This holiday season, in honor of *Goodnight Bubbala*, a new picture book written by Sheryl Haft and illustrated by Jill Weber, Penguin Young Readers, a division of Penguin Random House, will be donating a wonderful variety of children’s books to Reach Out and Read.  For every social media share, Penguin Young Readers will donate a book (up to 5000 books),and Reach Out and Read will get it into the hands of a child who might otherwise not receive a book this holiday season.

The Reach Out and Read program begins in infancy and continues through age five, with a special emphasis on children growing up in low-income communities. Pediatric teams provide new, language-appropriate books and share literacy advice with children and parents at each well-child visit. Our evidence-based research shows that Reach Out and Read results in more frequent reading at home, more enjoyment by families reading together, and accelerated language development. The effectiveness of our model is recognized by the American Academy of Pediatrics in a policy statement that recommends early literacy promotion as an essential component of pediatric care.

“Reach Out and Read is honored to join with Penguin Young Readers in their passion for literacy and commitment to spreading the message of how influential reading aloud can be in a child’s life,” said Brian Gallagher, Chief Executive Officer, Reach Out and Read.

“Penguin Young Readers is excited to celebrate the launch of Goodnight Bubbala with a Reach Out and Read partnership. As with the family of bunnies in Goodnight Bubbala, sharing joy over the holiday season is Important and what better way to do that than to get books into the hands of kids who need them,” said Jed Bennett, Executive Director of Marketing, Preschool and Brand.

“Please join me in this 5,000 book donation challenge! Every share, tag and re-tweet will gift a book to a child through Reach Out and Read. What better way to celebrate the holidays than with these everlasting gifts?” says Sheryl Haft, Author of Goodnight Bubbala.

**About Reach Out and Read:** Founded in 1989 at Boston Medical Center, Reach Out and Read is an evidence-based, national, nonprofit organization that gives young children a foundation for success by incorporating books into pediatric care and encouraging families to read aloud together. Celebrating their 30th Anniversary, Reach Out and Read’s 34,000 pediatric clinicians served 4.8 million children and shared 7.4 million books at 6,400 program sites around the country over the last year. Learn more at [www.reachoutandread.org](file:///C%3A%5CUsers%5Cchristine.garber%5CDesktop%5Cwww.reachoutandread.org); follow us on [Facebook](https://www.reachoutandread.org/wp-content/themes/ror_wp/resources/assets/svg/nav-facebook-white.svg), [Twitter](https://www.reachoutandread.org/wp-content/themes/ror_wp/resources/assets/svg/nav-twitter-white.svg), and [Instagram](https://www.reachoutandread.org/wp-content/themes/ror_wp/resources/assets/svg/nav-instagram-white.svg). Reach Out and Read is a registered 501c3.

**Penguin Random House**, the world’s largest trade book publisher, is dedicated to its mission of nourishing a universal passion for reading by connecting authors and their writing with readers everywhere. The company, which employs more than 10,000 people globally, was formed on July 1, 2013, by Bertelsmann and Pearson, who own 75 percent and 25 percent, respectively. With nearly 275 imprints and brands on six continents, Penguin Random House comprises adult and children’s fiction and nonfiction print and digital English- and Spanish-language trade book publishing businesses in more than 20 countries worldwide. With over 15,000 new titles, and more than 600 million print, audio and eBooks sold annually, Penguin Random House’s publishing lists include more than 80 Nobel Prize laureates and hundreds of the world’s most widely read authors.

**Sheryl Haft,** Author of *Goodnight Bubbala,* *Baby-Boo, I Love You,* *I Love You, Blankie* and the forthcoming *Mazie’s Amazing Machines.* Founder & Educator, Kids Engineer!

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