



News Release

For Immediate Release

Contact Information

Erin Smith

Bring Me A Book Foundation

(650) 625- 5000 ext 224

esmith@bringmeabook.org

Bring Me A Book Foundation Receives Support of Cisco Employees Creating A Love Of Reading One Bookcase At A Time!

(Mountain View, CA) Bring Me A Book Foundation®, 501 (c) (3) award winning literacy non profit, and Cisco's Customer Advocacy group are proud to announce the kickoff of their collaboration towards bringing a love of reading for children in low income communities across the country. Beginning in August 2007, Bring Me A Book with the generous support of Cisco Customer Advocacy employees will provide children and parents in underserved communities the opportunity to bolster literacy rates while providing high quality resources to effectively instill a love of literature among needy children.

Initializing in August and continuing throughout the remainder of 2007, Bring Me A Book will place their innovative Bookcase Libraries throughout the San Francisco Bay Area, Los Angeles, Seattle, New York, Denver, San Antonio and Minneapolis. In addition to installing new Bookcase Library programs, funds from Bring Me A Book and Cisco will also serve to enhance existing programs in areas where Bring Me A Book is already making a difference in the lives of children and community members.

In May, Cisco's Customer Advocacy organization held an auction for Bring Me A Book and raised over \$60,000 towards the funding and installation of Bring Me A Book Foundation's benchmark program, the Bookcase Library. Comprised of over 100 individual employee donations, Cisco's Customer Advocacy's group has enabled Bring Me A Book to rapidly expand the placement of literature and literacy training in areas lacking the funding and resources to ensure promotion of early reading skills. Bring Me A Book is projected to establish over 60 new bookcase libraries through the end of 2007.

“Giving back is part of Cisco’s DNA,” says George O’Meara, senior vice president Cisco Customer Advocacy. “This spirit of giving continues to this day, with annual volunteer drives and friendly “competitions” among Cisco groups. Bring Me A Book Foundation is a perfect fit for our focus on helping out a small, but growing non profit organization which is spreading across the US & Canada, and which is committed to bringing the gift of reading to children.”

Cisco and Bring Me A Book kicked off their joint venture on August 8th with a ceremony commemorating the first Cisco donated Bookcase Library at Rosemary Childhood Development Center in San Jose. The ribbon cutting ceremony included presentations by Cisco’s George O’Meara, Bring Me A Book founder Judy Koch and Bring Me A Book President Dianne Calvi. During the ceremony, a tour of the new Bookcase Library was conducted and students of the Rosemary Childhood Development Center were given a chance to read aloud with Cisco and Bring Me A Book staff some of the newest literature for their school.

“Study after study proves that children who have early exposure to reading and books, and who are read aloud to on a daily basis, do better in school,” said Dianne Calvi, president of Bring Me A Book, “The key is access to books, and that is where Bring Me A Book comes in, by serving the neediest children in our community. Our mission is to provide easy access to the best children’s books and to inspire parents to read aloud to children for success in school and life.”

The Bring Me A Book Foundation® is a 501 (c) (3) award winning literacy non profit headquartered in Mountain View, CA. Founded by Judy Koch in 1997, Bring Me A Book Foundation® provides libraries and training programs for children who do not have access to high quality books and reading assistance. Serving needy children and families in 8 states and 7 countries throughout the world, The Bring Me A Book Foundation® serves preschools, childcare centers, health clinics, homeless shelters and the work place. For additional information or media inquiries please contact Erin Smith via telephone (650) 625-5000 ext 224 or through email esmith@bringmeabook.org.

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