



## News Release

*For Immediate Release*

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### **Bring Me A Book and Cisco Systems Partner to Donate Libraries to New York's Mohegan School**

*Members of the media encouraged to attend library ribbon cutting ceremony Tuesday, March 4<sup>th</sup>  
9am at Mohegan School, 2024 Mohegan Avenue, Bronx, NY 10460*

(February 27) Cisco Systems and the Bring Me A Book Foundation will conduct a ribbon cutting ceremony to commemorate the dedication of ten Bookcase Libraries to New York's Mohegan School. The ceremony will take place March 4<sup>th</sup> at 9:00am on the 1<sup>st</sup> floor kindergarten classrooms at Mohegan School, 2024 Mohegan Avenue. The ceremony will feature the presentation of the libraries from Cisco System's Senior Manager of Executive Communication, Naomi Chavez and Bring Me A Book's Director of Development, Donovan Cook.

The instillation of 10 wooden bookcases filled with 40 classic children's hardcover books was funded through Cisco's Customer Advocacy auction for Bring Me A Book in May 2007. The auction raised over \$65,000 towards the funding and installation of Bring Me A Book Foundation's benchmark program, the Bookcase Library, in underserved communities throughout the country. 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 programs in areas lacking the funding and resources to ensure promotion of early reading skills. New York's Mohegan School is one of over sixty sites to have received a Bookcase Library from late 2007 through early 2008 and is the first site in New York to benefit from Bring Me A Book's early literacy programs.

“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 nonprofit organization which is spreading across the US & Canada, and which is committed to bringing the gift of reading to children.”

Mohegan School serves preschool through 6<sup>th</sup> grade and is a New York City Public School. Comprised of a predominantly Hispanic school population, Mohegan School is dedicated to providing all children with an education enabling them to be life-long learners and contributing members of their community. Through engaging students in extracurricular achievement programs including Departmentalized Enriched Instructional Program, specialized classes focused on literacy and math, Project Read and reduced class sizes, Mohegan School continues to provide children with an optimal learning environment to further develop academic and lifelong learning skills. Cisco System’s 10 donated libraries will benefit children in the preschool and kindergarten classrooms.

“Studies prove that children who have early exposure to reading and books do better in school,” says Dianne Calvi, President of Bring Me A Book, “The key is access to quality books, and that is where the partnership between Bring Me A Book and Cisco Systems is making an impact. Bring Me A Book and Cisco are providing a critical resource that will help the school provide these children with an optimal educational experience.”

**This is a closed school event but members of the media are encouraged to attend for photos and interviews.**

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 14 states and 8 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](mailto:esmith@bringmeabook.org).

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