



## News Release

*For Immediate Release*

### **Contact Information**

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**(February 4, 2009)** Cisco Systems and the Bring Me A Book Foundation will conduct two ribbon cutting ceremonies February 6 to celebrate the donation of 10 Bookcase Libraries at two preschool sites in to central Los Angeles. Ribbon cutting presentations to commemorate the donation of the classroom libraries provided by Cisco Systems Customer Advocacy Group will take place at LAUSD *Castelar Early Education Center* and at the Los Angeles County Office of Education *Little Tokyo Service Center Angelina Preschool*. The first presentation will take place at 9:00am at the LAUSD Castelar Early Education Center, 840 Yale Street. The second ceremony will be conducted at 11:00am at the Little Tokyo Service Center Angelina Preschool, 1335 W. Angelina Street, #108.

The ceremonies will include a ribbon cutting and read aloud sessions with the students and Bring Me A Book President Dianne Calvi and founder Judy Koch, LAUSD Interim Assistant Superintendent Early Childhood Education Whitney Hayslip, LAUSD Director, Office of Civic Engagement Dale Petruleis, California Community Foundation Program Officer Jolene Chavira and First 5 LA Program Officer and Los Angeles County Office of Education Karen Kowalewski. Representatives of Cisco Systems and their partners, AT&T, will also be on hand to present the libraries and read aloud to the children.

This is the second consecutive year the Cisco Customer Advocacy group of Cisco employees has raised funds for Bring Me A Book to place Bookcase Libraries in underserved communities in Cisco Systems' major sales regions. In 2007, Cisco Systems' employees raised and contributed \$65,000 to install 60 Bookcase Libraries at preschool and elementary school sites in San Jose, Los Angeles, Seattle, Colorado, Chicago and New York City.

In 2008, Cisco's Customer Advocacy employee auction raised an additional \$73,000 for the delivery of Bring Me A Book Foundation's benchmark program, the Bookcase Library. Through June of 2009, Bring Me A Book and Cisco Systems will conduct a series of ribbon cutting presentations in San Jose, Los Angeles, Durham, NC, New York City, Washington DC and Colorado to highlight the delivery of 75 Bookcase Libraries provided by Cisco System employees to classrooms of children across the country.

"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 employee groups. Bring Me A Book Foundation is a perfect fit for our focus on helping out a small, but growing children's literacy nonprofit organization which is spreading across the US, and is committed to bringing the gift of reading to children and their parents."

"The Los Angeles Unified School District has been extremely fortunate to be able to participate in the wonderful Bring Me A Book program," said Whit Hayslip, LAUSD Interim Superintendent Early Education. "It beautifully supports what the research tells us about the life-long benefits of reading aloud to children in their early years. The following statement from one of our early childhood educators commenting on a previous delivery of one of Bring Me A Book's Bookcase Libraries to one of our classrooms clearly indicates our appreciation for this program: 'I cannot express the joy that filled my heart when I saw the looks of all the children reading those books - especially my boys! The books were so inspiring that children began to read them aloud to each other!'"

**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 classroom libraries for children who do not have access to high quality books and literacy training workshops for parents, caregivers and teachers to assist them in reading aloud to children. To date, The Bring Me A Book Foundation has provided libraries and literacy training to over 450,000 children and parents in over 1,600 sites. The Bring Me A Book Foundation® serves preschools, childcare centers, health clinics, homeless shelters in California. For additional information or media inquiries please contact Erin Smith via telephone (650) 625-5000 ext 233 or through email [esmith@bringmeabook.org](mailto:esmith@bringmeabook.org).

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