



News Release

For Immediate Release

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Target, FIRST 5 Santa Clara County and the Read Aloud Collaborative of Silicon Valley Host Festival of Books for Over 5,000 Parents and Children

(June 2008) Target and FIRST 5 Santa Clara County, in partnership with the Read Aloud Collaborative of Silicon Valley, hosted the 3rd Annual Festival of Books on Saturday, June 7th for 5,500 children and parents at the Children's Discovery Museum of San Jose. Initially targeted to host 3,500 parents and children, this year's Festival of Books was the largest in the 3 year history of the day long event promoting literacy and reading aloud among economically underserved communities throughout Santa Clara County.

With event funding from Target and FIRST 5 Santa Clara County, the Festival of Books was organized by Children's Discovery Museum of San Jose and Bring Me A Book, chair of the Read Aloud Collaborative of Silicon Valley, which includes: Catholic Charities, Raising A Reader, Grail Family Services, Reach Out and Read, Santa Clara County Office of Education, San Jose Public Library and Vision Literacy. Over 100 community volunteers were on hand to assist in Festival of Books activities including book distribution to provide every child with a free hardcover book of their choice from 20 different children's classic literary titles. Other Festival of Books activities included live musical performances, interactive theatre performances, read aloud sessions, children's bookmaking and storytelling with translations in English, Spanish and Vietnamese.

The Festival of Books began in March 2006 to promote reading aloud among parents and children in communities lacking the access to children's books and other literacy resources. Through the joint funding of Target and FIRST 5 Santa Clara County and enhanced marketing and ticket distribution, the 2007 Festival of Books saw a 60% increase in attendance with the majority of ticket sales delivered through the Migrant Education program supported by the Santa Clara County Office of Education. The 2008 Festival of Books was the largest to date with an estimated 5,500 parents and children in attendance through free ticket distribution targeting the most economically underserved communities of Santa Clara County.

"The Read Aloud Collaborative has been able grow this event from 1,000 attendees in 2006 to 5,500 attendees because of additional sponsorship funding from Target Corporation and FIRST 5 Santa Clara County. The free books for each child, guest authors, puppeteer, book making, and other literacy resources for families were provided to underserved families from throughout Santa

Clara County thanks to their generosity,” said Dianne Calvi, Chair of the Read Aloud Collaborative and President of Bring Me A Book.

For more information or ways to get involved in Bay Area literacy, visit www.bringmeabook.org.

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.

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Artwork and Interviews Available on Request