



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 6,000 Parents and Children

(May 2009) Target and First 5 Santa Clara County, in partnership with the Read Aloud Collaborative Silicon Valley hosted the 4th Annual Festival of Books on Saturday, May 30 for 6,245 children and parents at the San Jose Children's Discovery Museum. Initially targeted to host 5,000 parents and children's from economically underserved communities throughout Santa Clara County, this year's Festival of Books was the largest to date in the 4 year history of the event.

With funding from Target and First 5 Santa Clara County, the Festival of Books was organized by Bring Me A Book as a collaborative effort of Bay Area nonprofit organizations: Catholic Charities, Raising A Reader, Children's Discovery Museum of San Jose, 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 children's bookmaking and family storytelling with translations in English, Spanish and Vietnamese. Other Festival of Books activities included live musical performances, interactive theatre performances and read aloud sessions by prominent community leaders and local authors.

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. With the joint funding of Target and First 5 Santa Clara County and enhanced marketing and ticket distribution, the 2008 Festival of Books saw an 80% 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 attracted an estimated 5,500 parents and children in attendance through free ticket distribution targeting the most economically underserved communities of Santa Clara County.

"The generous funding provided by Target and First 5 has been instrumental in the rapid growth of Festival of Books," says Read Aloud Collaborative Chair, Donna Hall. "The increased funding has allowed for larger distribution of free tickets to communities that do not have the same access to high quality children's books and read aloud resources. Over 2/3 of low income

families do not have age appropriate books in their home and this is a community based effort to provide them not only with books, but show the entire family the importance of reading aloud together everyday. “

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.