

News Release

For Immediate Release

Contact Information

Erin Smith
Public Relations Manager
(650) 625- 5000 ext 224
esmith@bringmeabook.org

Lisa Goodwin
Publicity Specialist
San Francisco 49ers
(408) 562-4957
lisa.goodwin@niners.nfl.net

San Francisco 49er's Launch Kindergarten Kickoff!

The San Francisco 49ers and Bring Me A Book celebrated National Literacy Month on September 16 with the 1st Annual Kindergarten Kickoff for the students of Charles Drew College Preparatory Academy in San Francisco's Bayshore District. The two hour event featured the dedication of four Kindergarten classroom libraries, read aloud sessions and bookmaking activities with San Francisco 49ers owner Dr. John York, San Francisco County Supervisor Sophie Maxwell and 49ers players Joe Staley, Joe Toledo, J.J. Finley and Cody Wallace and the presentation of a \$10,000 donation from the San Francisco 49ers Foundation to the Bring Me A Book Foundation..

"It's good to come here and read to the kids. They love it – coming out here and seeing us. It's a good thing we're doing – giving books to the school. It's always fun to do something like this," said Joe Staley, San Francisco 49ers.

The Kindergarten Kickoff is part of the San Francisco 49ers Foundation Community Tuesdays program, a season long program designed to raise awareness of the charitable activities of 49ers players while highlighting the services and support provided by nonprofit organizations in the San Francisco Bay Area. Integral to the 2008 Community Tuesdays is the overarching theme of "Respect", which was integrated into the Kindergarten Kickoff through players and students reading from books that dealt with the issue of respect and making their own books about what the word "Respect" means to them.

"Throughout our 60-year history, our Club has shared a commitment to our faithful fans and the community, advocating the value of respect through our Respect outreach campaign," said Joanne Pasternack, Director of Community Relations. "The Kindergarten Kickoff is another way we continue to generate public awareness to share the importance of respect and its central role in helping young people become good community citizens."

In addition to the read aloud sessions and bookmaking activities, the 49ers held a ribbon cutting ceremony to dedicate the donation of four Kindergarten Bookcase Libraries, one for each kindergarten classroom at the Charles Drew College Preparatory Academy. Each library consists of a maple wood bookcase filled with 35 brand new, age and culturally appropriate hardcover classic children's literature. The bookcases were provided courtesy of the Bring Me a Book Foundation as a result of the \$10,000 contribution from the 49ers Foundation.

“We feel so fortunate to have partnered with the San Francisco 49ers for the Kindergarten Kickoff,” said Dianne Calvi, President of Bring Me A Book Foundation. “The players’ enthusiasm for participating in the Kindergarten Kickoff showcases their dedication to serving as positive role models in the community while helping Bring Me A Book achieve our vision of a world where all children read and succeed.”