

# News Release

*For Immediate Release*

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## **Bring Me A Book Launches 2009 Peninsula Preschool Initiative**

*Bring Me A Book raises over \$150,000 towards providing books and literacy training workshops for every state funded preschool and Head Start in Santa Clara and San Mateo Counties.*

(December 2008) On November 17, Bring Me A Book (BMAB) held an event to raise funds for the 2009 Peninsula Preschool Initiative campaign benefiting underserved communities in Santa Clara/San Mateo County. Through host committee sponsorship and individual donations, BMAB has raised over \$150,000 towards providing classroom libraries and literacy training workshops for every state funded preschool and Head Start classroom in these two counties.



Hosted at the home of Gib and Susan Myers of Atherton, the fundraiser featured speaking presentations on the importance of early childhood literacy by Dean Deborah Stipek of Stanford University School of Education; Dean Lynn Beck of University of the Pacific School of Education; and Principal Marvelyn Maldonado of Luther Burbank Elementary School, San Jose. The Peninsula Preschool Initiative Host Committee was comprised of: Gib and Susan Myers, Burt and Deedee McMurtry, Jack and Norma Melchor, Jim and Becky Morgan, Frances Nelson and Franklin "Pitch" and Catherine Johnson.

The Peninsula Preschool Initiative is committed to placing a free BMAB Bookcase Library containing thirty new, hardcover children's books in every state funded preschool and Head Start classroom in Santa Clara and San Mateo Counties. In addition, all parents of these children will be provided with BMAB's "First Teachers" training workshops, in order to ensure that a child's First Teacher, their parents and caregivers, understand both the importance of reading aloud to children on a regular basis and are provided examples of how they can make reading aloud "fun" for children.

To date, BMAB has placed Bookcase Libraries in 200 classrooms in these counties, and an additional 400 Bookcase Libraries have been placed in state funded preschools and Head Start classrooms in Alameda County, Sacramento, San Joaquin Counties and in Los Angeles County – BMAB's "target counties" for major expansion

BMAB is seeking to complete the delivery of all Peninsula Preschool Initiative Bookcase Libraries and First Teacher literacy workshops by 2010. The Peninsula Preschool Initiative will place an additional 196 Bookcase Libraries and conduct 151 First Teacher Workshops at all remaining state funded preschool and Head Start classroom in Santa Clara/San Mateo County. The total cost for completing the Initiative is \$300,000.

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 for classrooms and “read aloud” training programs for parents who do not have access to high quality books. The Bring Me A Book Foundation serves preschools, childcare centers, k-2<sup>nd</sup> grade elementary school classrooms, health clinics, homeless shelters and work place sites. For additional information or media inquiries, please contact Erin Smith, (650) 625-5000 ext 224 or through email [esmith@bringmeabook.org](mailto:esmith@bringmeabook.org).

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