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**(ORGANIZATION) CELEBRATES 20TH ANNIVERSARY OF RAISING A READER
LITERACY PROGRAM IN (CITY)**

**Program helps local families develop, practice and maintain literacy habits
critical for children's success**

(CITY, STATE), (Date) – More than (#) families in the greater (city) area are spending a lot more time reading together as part of a national children's literacy program being implemented locally by (organization). The program is part of a national literacy campaign created by Raising A Reader, a nonprofit organization that provides resources and guidance for families to implement home-based literacy routines for children. 2019 marks the 20th anniversary of Raising A Reader.

(Details on the local program, what families are participating, specifics on particular program and how it will benefit community. Include information, day, time and location of there is going to be an event.)

“Raising A Reader has made an enormous impact on families in the area by giving parents the tools to make reading more of a priority in their homes,” said (name), (title) of (organization). “We want to engage parents in a routine of book sharing with their children that has been proven to foster healthy brain development, positive relationships, a love of reading and the literacy skills necessary for success in school and in life.”

As part of the program, each week children bring home a book bag filled with award-winning books; the books are exchanged the following week for new ones with more than 100 books rotated through the home during the year. The program also trains parents on engaging their children in reading, and connects families to local libraries to sustain the habit of borrowing and reading books after completion of the program.

Research shows a direct and proven relationship between family engagement and the academic growth and development of children, including social competence and relationships, cognitive development, communication skills, literacy development, vocabulary growth, expressive language and comprehension skills. Many of a child's literacy habits and abilities are formed before the age of 8. Children who are not reading at grade level by the time they are in the third grade have a significantly lower chance of ever catching up.

Raising A Reader is a 501c3 charitable organization dedicated to helping families develop, practice and maintain literacy habits for children ages 0-8 that are critical for a child's success in school and in life. The Raising A Reader program is implemented through a network of community partners that comprise more than 3,000 locations across the country. Partners include public school systems, libraries, afterschool programs, community agencies and other organizations both public and private. 39 independent evaluations have proven Raising A Reader significantly improves language and literacy skills, school readiness, family reading behaviors and parent-child bonding. Headquartered in Redwood City, California, Raising A Reader began program implementation in 1999 and has served more than 1.7 million families nationwide. More information is available at www.RaisingAReader.org.

(Organization boilerplate)