



Press Release

FOR IMMEDIATE RELEASE

Media Contact: Chad Burns, ELC of Duval
Community Outreach Mngr.
OFC: 904-208-2040 x 225
Cell: 904-866-2525

STATEWIDE READING TOUR STARTS IN JACKSONVILLE

Free Books for Families During ReadMobile Event

JACKSONVILLE, Fla., Mar. 1, 2011 — Yesterday afternoon, **Early Learning Coalition of Duval, Jacksonville Kids Coalition and United Way of Northeast Florida** partnered to bring the Pearson Foundation's ReadMobile Tour to **Christ the King Child Care** (Christ the King CC) for an hour-long reading event for families.

After visiting Justina Road Elementary School earlier in the day, the ReadMobile made its way to Christ the King CC where over 60 4-year-olds, along with their families, had the opportunity to participate in activities that celebrated the joy of reading.

"Events like the ReadMobile Tour are a great way for parents to have fun with their children while modeling important behaviors such as reading," said ELC of Duval Executive Director Susan Main. "When parents are able to use this type of activity to interact with their children, this lays the foundation for their young ones to develop an appreciation for reading and learning."

As families arrived, they were directed to the multipurpose room where a video and music played before the event started. To help focus the young audience, the ReadMobile team opened the event with a warm-up activity and an introduction to Llama Llama- the main character of the book, *Llama Llama Red Pajama*, by Anna Dewdney. The team then read the book using traditional, hardback books and a digital book on a computer so everyone could read, or in the case of this young audience, look at the pictures, together.

Children then made a craft of paper cut-outs of their hands, which were collected to take and display in Tallahassee during Children's Week in April. At the end of the event, each child received a FREE book to encourage children to become lifelong readers.

The ReadMobile Tour is part of the Pearson Foundation's digital initiative- We Give Books. Jacksonville was the first stop on the reading tour, which will end in Tallahassee, where the team will deliver thousands of paper cut-outs of children's hands, made during the tour across the state, for display in the capitol Rotunda.

To find more information about We Give Books visit www.WeGiveBooks.org.

###