



# Press Release

**FOR IMMEDIATE RELEASE**

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## **Jacksonville Helps Set Reading Record**

**JACKSONVILLE, Fla. Oct. 7, 2010**— White and Fluffy was the theme for the day at the University Park branch library's Read for the Record story hour. The event- a collaboration between the *Early Learning Coalition of Duval (ELC of Duval)* and the *Jacksonville Public Library (JPL)*- encouraged adults and children attending the Thursday event to read the same book on the same day. Duval County School Board member and former mayor of Jacksonville, Tommy Hazouri, was the celebrity reader for the event.

With more than 40 parents and children circled in the reading corner, children's librarian, Mary Calcagni, kicked off the story hour with an opening song and a demonstration of various white and fluffy objects which she pulled from her colorful, "magic" box.

"The Library is thrilled to be partners with the ELC in this very important subject-matter," Kathy Tekin, youth services coordinator for the library said. "It's never too early to start reading to children and Read for the Record is a way for communities to come together and bring awareness to the issue."

Calcagni then welcomed Hazouri to the front of the room to read the official 2010 Read for the Record book, "The Snowy Day" by Ezra Jack Keats. As he read through the book he asked the children questions about snow and, at one point, tossed a pile of cotton balls around the room to help bring the story to life when it mentioned throwing snowballs.

"It is an important thing for Duval County to put emphasis on reading from pre-school to third grade," Hazouri commented, "This is THE critical time to establish the foundation for learning that will lead to success in college and the workplace. I commend the Early Learning Coalition, Communities In Schools and the Jacksonville Public Library for their efforts and all they are doing in the county to encourage reading not just to children but also to parents."

After Hazouri's reading, the event continued with another white and fluffy-themed story and a self-expression art activity for the children.

For more information about Read for the Record visit [www.readfortherecord.org](http://www.readfortherecord.org).

To learn more about the Early Learning Coalition of Duval, call 904-208-2044 or visit [www.ChooseQualityChildCare.org](http://www.ChooseQualityChildCare.org).

For more information on the Jacksonville Public Library, contact [www.jpl.coj.net](http://www.jpl.coj.net) or (904) 630-CITY (2489).

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