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**15,000 BOOKS...TEN STATES...AND SEVEN COUNTRIES: KINDERCARE®“READ. SHARE.GIVE™”  
CAMPAIGN PROMOTES EARLY READING**

*Teaching Millions of Young Children to Read for More than 40 Years, KinderCare Effort Encourages Families to Share the Gift of Reading and Provides Thousands of Books to Children in Need*

**Portland, OR – September 22, 2011** – A leading teacher of early reading for 40 years, KinderCare celebrates the results of its first ever book-sharing program — Read. Share. Give. In just three months, the program saw nearly 15,000 books “shared” by friends and families who logged their books online at [www.kindercare.com/read](http://www.kindercare.com/read), across ten states and as far away as Afghanistan, Japan and Kenya.

To recognize this milestone as well as National Literacy Awareness Month in September, KinderCare will donate one book for every book shared and logged online through Sept. 30, 2011 to Reach Out and Read, a national organization committed to preparing young children to learn and read through giving new books to families

“We are inspired to have seen such a tremendous response from families and our teachers across the country and beyond,” said David Roy, Director of Community Partnerships for KinderCare. “With research showing that more than 34 percent of children enter kindergarten without the skills needed to learn to read<sup>1</sup>, our goal is to tackle this issue by giving children access to books, both at school and at home.”

The program launched across 1,600 KinderCare centers in July and was created as a fun way to encourage early reading among families, especially during the summer time when children are out of school.

- Two books, *Corduroy* by Don Freeman and *One Stuck Duck* by Phyllis Root, kicked off the campaign with KinderCare families receiving one of the books along with family-friendly tips on reading with your child
- 1,600 zip codes participated in the campaign with a surge of book sharing activity taking place in Los Angeles, Portland, Chicago, Minneapolis, Cincinnati, Manchester, NH, and Indianapolis

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<sup>1</sup> Source: ReachOutandRead.com

- Guest readers such as Denver Broncos Player Quinton Carter in Golden, Colorado; Kent State Head Football Coach Darrell Hazell in Cleveland, Ohio; and the local fire department in Cambridge, Massachusetts served as storytime readers in select KinderCare centers

“Reach Out and Read has been committed to literacy and school readiness in young children since our start in 1989,” said Earl Martin Phalen, Executive Director, Reach Out and Read. “KinderCare’s Read. Share. Give. program is a creative and engaging way to encourage family reading time while helping to fill a critical need – providing access to books for many children. We couldn’t be more pleased and encouraged by the results and participation by families across the country.”

KinderCare’s commitment to early literacy will continue throughout the school year. Storytime events and activities take place year-round, including holiday and school breaks. To learn more about tips for reading to your baby, toddler or preschooler, please visit

[http://www.kindercare.com/uploadedFiles/Documents/a\\_guide\\_to\\_reading\\_to\\_your\\_child.pdf](http://www.kindercare.com/uploadedFiles/Documents/a_guide_to_reading_to_your_child.pdf)

### **About KinderCare®**

Portland, Oregon-based KinderCare®, the nation’s leading early childhood education and care provider, operates more than 1,600 community-based centers across the country of which more than 600 are accredited by the National Association for the Education of Young Children (NAEYC) and the National Accreditation Commission for Early Care and Education Programs (NAC). Accreditation is awarded only to high-quality early childhood programs reviewed by a national commission comprised of recognized experts in child care and early childhood education. For more information, visit [www.KinderCare.com](http://www.KinderCare.com).

### **About Reach Out and Read**

Reach Out and Read is an evidence-based nonprofit organization that promotes early literacy and school readiness in pediatric exam rooms nationwide by giving new books to children and advice to parents about the importance of reading aloud.

Reach Out and Read builds on the unique relationship between parents and medical providers to develop critical early reading skills in children, beginning at 6 months of age. The more than 3.9 million families served annually by Reach Out and Read read together more often, and their children enter kindergarten better prepared to succeed, with larger vocabularies, stronger language skills, and a six-month developmental edge over their peers.

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