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"A Neighborhood of Readers"
BookSpring Announces
2010 Read-A-Thon and Children's Artwork Contest

What does a neighborhood of readers look like? Grab your pencils and crayons – it's time for BookSpring's 2010 Read-A-Thon and the annual Children's Artwork Contest, open to all school-age children.

BookSpring invites children to draw their version of a "Neighborhood of Readers," the theme for the 2010 Read-A-Thon, and submit their artwork to Hang Town Grill or BookSpring by October 26, 2009. Children visiting Hang Town Grill can draw their version of the "Neighborhood of Readers" while dining and submit their original artwork for display at Hang Town Grill. Artwork can also be submitted to BookSpring P.O.Box 143147 Austin, TX 78714.

The winning illustration is to be featured on all BookSpring Read-A-Thon promotional materials including the 2010 Read-A-Thon t-shirt to be awarded to Read-A-Thon participants. The winning artist also receives a \$75 gift certificate and art supply basket from Jerry's Artarama.

The 2010 BookSpring Read-A-Thon, sponsored by Howdy Honda and Sylvan Learning Centers, is an annual event to be held from January 25-February 5, 2010. Promoting community service and reading, students from local elementary and middle schools will set a reading goal, log pages and collect donations to benefit BookSpring's literacy programs in the Greater Austin area. The Read-A-Thon is also open to any community group – book clubs, corporations, youth groups – wishing to support BookSpring's early literacy programs. Incentives and community service awards will be given based on the amounts raised. The student reading the most pages will also be recognized at each campus.

Artwork Contest Rules and Entry Form can be downloaded at www.bookspring.org.

About BookSpring:

BookSpring instills children with a love of reading and promotes books as a means to success. Our vision is the development of a community where all children have the opportunity to become literate. Created in 2008 by the merger of Reading Is Fundamental of Austin and Capital Area Reach Out and Read, BookSpring champions the value of reading and encourages parents to read to their children from birth on, resulting in stronger families and increased lifelong opportunities for every child.

In affiliation with the national Reading Is Fundamental and Reach Out and Read organizations, we offer a range of programs that support early literacy and partner with a broad spectrum of the community - schools, childcare centers, and medical clinics - to reach families where they are and through people they trust. Over 62,600 children and their families were impacted by our programs last year – 39% were children from age 0 to 5, 41% children kindergarten to elementary school age, and 20% were the parents of these children.

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