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FOR IMMEDIATE RELEASE
NOVEMBER 2009

**BookSpring Announces Registration for
the 5th Annual Read-A-Thon
"A Neighborhood of Readers"
Presented by Howdy Honda**

Imagine your life without your favorite children's books. Shelves filled with the childhood favorites *Curious George*, *Good Night Moon*, *Guess How Much I Love You*. The very same books you once loved and now share with your own children.

For many children, the joy of books and reading are never known.

From January 25-Feb. 5, 2010, readers of all ages can read to make a difference and help to place books into the hands of children growing up without them.

The 2010 BookSpring Read-A-Thon, "A Neighborhood of Readers" takes place in the Austin area from January 25-Feb. 5. Austin book lovers are encouraged to solicit pledges, log pages read for two weeks and collect donations to benefit BookSpring's literacy programs.

Money raised by Read-A-Thon participants stay in the Austin area and benefit BookSpring's literacy programs located in medical clinics, preschool centers, elementary schools, high schools, and the home-based parenting programs of nonprofit partners. Last year, BookSpring helped over **62,000 children** and their parents and placed **148,000 books** into the hands of children who need them most.

Anyone who knows the joy of reading is encouraged to help make your community a neighborhood of readers and change the life of a child. Incentives including the popular 2010 Read-A-Thon t-shirt will be awarded to participants based on amounts collected.

To register and find more information on BookSpring's 2010 Read-A-Thon, please visit www.bookspring.org. To volunteer or offer additional support, please contact Donna Emery at (512) 472-1791 ext. 108 or donna.emery@bookspring.org. or <http://bookspringreadathon.wordpress.com>

Community businesses have joined in support of the Read-A-Thon and are led by Howdy Honda as the presenting sponsor. Additional sponsors include: Sylvan Learning Centers, Houghton Mifflin Harcourt, H-E-B, McGinnis, Lockridge and Kilgore and Stepping Stone Schools. Media sponsors include KXAN News, Mix 94.7 and American Statesman. Support from S-Collective, TyRex, BookPeople, Amy's Ice Cream, Recognize Good, Gatti's, Chase Bank and Scholastic Books demonstrates strong support for literacy issues facing Austin.

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About BookSpring:

BookSpring, created from the merger of Reading Is Fundamental of Austin and Capital Area Reach Out and Read in March 2008, instills children with a love of reading and promotes books as a means to success. By offering a range of programs that support early literacy, BookSpring champions the value of reading and encourages parents to read to their children from birth on, resulting in stronger families and increased life-long opportunities for every child. For more information, visit www.bookspring.org.