



CONTACT: Donna Emery  
512-472-1791 ext. 108  
512-971-5540 (c)  
donna.emery@bookspring.org

**FOR IMMEDIATE RELEASE**

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**BookSpring Announces Winner of 2010 Read-A-Thon Art Contest**

Chaarun Deb, an eighth grader at Kealing Middle School, submitted the winning drawing for BookSpring's 2010 Read-A-Thon Art Contest. Deb's artwork will be featured on the Read-A-Thon's t-shirt and poster. Deb's design promotes the 2010 theme, "A Neighborhood of Readers," and the winning entry earned a \$75 gift card and artist gift basket from Jerry's Artarama.

BookSpring's 2010 Read-A-Thon, sponsored by Howdy Honda, is an annual Austin event occurring from January 25-February 5, 2010. Through the Read-A-Thon, children experience the joy of reading and pride of community service by raising money to put books into the hands of children who need them most.

Proceeds support BookSpring's early literacy programs located in medical clinics, preschool centers, elementary schools, high schools and in the home-based parenting programs of our nonprofit partners.

Local students and community groups solicit pledges, read, and log pages for two weeks, and then collect donations to benefit BookSpring. Incentives and community service ribbons will be awarded to students and schools based on amounts collected.

Over 30 area elementary schools are registered to participate in the 2010 Read-A-Thon. Parents of students at participating schools can register for the Read-A-Thon at [www.bookspring.org](http://www.bookspring.org). The Read-A-Thon is also open to any community group – book clubs, corporations, youth groups – wishing to support BookSpring's early literacy programs or offering matching pledges to participating schools.

Howdy Honda, the presenting sponsor of the 2010 Read-A-Thon, will join Houghton Mifflin Harcourt, H-E-B, Sylvan Learning, McGinnis Lochridge and Kilgore and S-Collective as corporate sponsors. Amy's Ice Cream, BookPeople, GNI Strategies, TyRex Group, KXAN, KMix 94.7, American Statesman, Stepping Stone Schools and Chase Bank will provide additional support. Gatti's Pizza and Scholastic, Inc. will support the Read-A-Thon with student incentives. Dell Inc. will also award a participating teacher with a Dell laptop.



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In March, BookSpring is partnering with Badgerdog and BookPeople to present the Reading Frenzy – a celebration of children’s books and reading, honoring all participants who met their reading goals.

To register and find more information on BookSpring’s 2010 RIF Read-A-Thon, please visit [www.bookspring.org](http://www.bookspring.org). To volunteer or offer additional sponsorship or support of an elementary school, please contact Donna Emery at (512) 472-1791 ext. 108 or [donna.emery@bookspring.org](mailto:donna.emery@bookspring.org).

### **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](http://www.bookspring.org).