

First Book-Charlotte News



First Book provides new books to children in need, addressing one of the most important factors affecting literacy – access to books.

- *More than 80,000 new books awarded in Charlotte since 2006*
- *Gala raises more than \$75,000*
- *FBC continues to provide book grants to local literacy programs, and raise awareness of literacy issues within local communities*

Spring Gala helps to bring 80,000 books to children in need

First Book-Charlotte is proud to announce that this year's Spring Gala raised more than \$75,000, helping them cross the milestone of 80,000 new books to be granted to organizations in the Queen City. Billed as not your average Gala, First Book supporters convened at the Ballantyne Village Theatre on May 29th to celebrate the magic of books at their annual Spring Gala & Auction.

Last year's guest was this year's host, as award-winning journalist Mike Redding took the mike to highlight the need for books in the Charlotte Community. Redding was joined by Charlotte businessman and auctioneer Earnest Perry of Perry's of Southpark, who hosted a lively auction that helped bring in thousands of dollars to support First Book-Charlotte's mission. Also featured at this year's Gala was honored guest, and grant recipient Anita Self, from YWCA of the Central Carolinas.

Recent studies have shown that in Charlotte alone, there are nearly 100,000 children living in poverty. Those numbers increase in First Book-Charlotte's reach into Mecklenburg & Union counties.

"In a time when people are looking very carefully at their expenses, we

were thrilled to have the support of individuals and corporations like Time Warner Cable, SunTrust Mortgage, and KPMG," said First Book-Charlotte Chairperson and co-Founder Colleen Ludington. "Not only do people understand the importance of providing books to children from low-income families, but they also embrace that because it only costs First Book about \$2.00 for a book, and 100% of their donation is used to provide books, donations small and large go a long way to helping grow a new generation of readers in Charlotte. Funds from this year's event will help us cross the 80,000 book milestone as we award our grants for the upcoming 2009-2010 school year. We couldn't be more thrilled."

Attendees boogied the night away to the sounds of Too Much Sylvania, and were once again sated by the catering from Best Impressions. Now part of the Regal Entertainment Group, Ballantyne Village Theatre rolled out the red carpet for Gala guests and sponsors who flew in from San Francisco, Denver, Washington DC, and beyond to attend this year's event.

All proceeds of the evening benefited children through the local programs that First Book-Charlotte partners with

to provide children from low income families with the opportunity to read and own their first new books. Book grants provide children with a home library to call their own, and the books are selected by the receiving organization. This year enough money was raised to purchase more than 25,000 new books.

First Book-Charlotte would like to thank Platinum Sponsors: Time Warner Cable and EMC2, Gold Sponsors: INT2, SunTrust Mortgage, Silver Sponsors: Hearst Service Center, Concurrent, ARRIS, Big Band Networks, Symmetricom, and Nokia Siemens Network, Bronze Sponsors: BroadBand Insights, and supporters Spectrum Properties and Family Dollar. They would also like to thank media sponsor Time Warner Cable and Entertainment Sponsor Knex.



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*Few children learn to read books
by themselves.
Someone has to lure them into
the wonderful world of the written
word; someone has to show
them the way.
~Orville Prescott~*

A special message from First Book-Charlotte

Access to books is essential to reading development. However, 61% of low-income families have no books for children in their homes. Additionally, over 80% of childcare centers serving low-income children lack age-appropriate books and other print materials. By providing children from low-income families with books they can take home and keep, First Book targets the only variable that correlates significantly with reading scores—the number of books in the home.



For as little as \$2.50, you can provide a new, age-appropriate book to a child who can't afford one.

LEARN HOW

Make a great American investment.
www.FirstBookCharlotte.org



About First Book-Charlotte

First Book-Charlotte has been distributing books to programs serving low-income children since 2006. The First Book Advisory Board is comprised of individuals from the community representing organizations and businesses such as Time Warner Cable, KPMG, Dixon-Hughes, WCNC, and Charlotte Mecklenburg Schools. Since 2006, First Book –Charlotte has provided grants for more than 60,000 new books to children participating in local programs. First Book-Charlotte meets the first Thursday of every month. For more information about First Book-Charlotte or to make a donation, please visit www.firstbookcharlotte.org.

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There are some books that **no** child should have to grow up without.



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