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First Book-Charlotte Brings the Magic of Books to Children at *A Child's Place*: Book Party & Author Event

Charlotte, North Carolina – March 14, 2007 – First Book-Charlotte brings the magic of books to the children of *A Child's Place*. With a grant from First Book-Charlotte, each child at *A Child's Place* will receive brand new books to begin their own home library. The grant will be kicked off with a book party and appearance by First Book-Charlotte Chairperson Colleen Ludington, author of the bestselling book, *“What I Like About You”*.

WHAT: A Book Party & Author event for children from *A Child's Place*, where each child will receive the first of their new books from First Book-Charlotte. Colleen Ludington, author and Chairperson of First Book-Charlotte, will lead a story time, describe to the children how an idea becomes a book, and donate autographed copies of her book to each child. *A Child's Place* will also receive a \$2,000 book grant from First Book-Charlotte in the form of a Borders Gift Card.

WHERE: Walter G. Byers Elementary School (Cafeteria)
1415 Hamilton Street
Charlotte, NC 28206
(980)343-6940

WHEN: Friday, March 23, 2007, 12:00pm – 1:00pm

WHY: First Book-Charlotte works to promote and facilitate the distribution of new books to underserved children in a variety of literacy programs in the Charlotte area.

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.

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About First Book-Charlotte

Through several community fundraisers, First Book-Charlotte raises funds in order to award book grants to community-based literacy programs. First Book-Charlotte is part of First Book's national network of volunteer-led Advisory Boards who provide new books to children in need in communities across the country. Local recipient groups have included: Starfish Academy, Brookstone Schools, Thompson Child & Family Focus, *A Child's Place*, Pinewood Elementary School, and Montclair Elementary School.

About First Book

First Book is a nonprofit organization with a single mission: to give children from low-income families the opportunity to read and own their first new books. Through hundreds of local Advisory Boards, the First Book National Book Bank, and the First Book Marketplace, the organization provides an ongoing supply of new books to children participating in community-based mentoring, tutoring, and family literacy programs. First Book has provided more than 46 million new books to children in need in thousands of communities nationwide. For more information about First Book, please visit www.FirstBook.org or call 866-393-1222.

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