



PRESS RELEASE

FOR IMMEDIATE RELEASE

Cover to Cover, Generation to Generation  
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**New Organization Aims to Make Literacy Options Available to All Children**

Philadelphia, PA April 16, 2010 - Cover to Cover, Generation to Generation will hold their first event at Nordstrom in the King of Prussia Mall on Saturday, April 24. Nordstrom will be accepting children's book donations in conjunction with Cover to Cover to be delivered to a variety of charitable organizations including Reach Out and Read, which promotes childhood literacy through local healthcare providers. The event will be held on the third floor in Kids' Wear and will run through April 30.

Cover to Cover, Generation to Generation is an organization committed to raising awareness about the positive impact that reading with children can have on their emotional well-being and intellectual curiosity. The organization will hold events that bring local organizations together to provide families in Philadelphia information about literacy resources that are already available in the community. The goal is to make more literacy options available to the homes of all children in Philadelphia so that everyone can experience the joys of reading.

Jacqueline Kennedy once said, "There are many little ways to enlarge your child's world. Love of books is the best of all." As an organization, Cover to Cover wants to emphasize the contribution that reading can make in the lives of children now and throughout their future. Throughout the tri-state area, Cover to Cover aims to connect literacy advocacy groups of all shapes and sizes to inform and support families, provide opportunities to connect with the community, and help define reading as an access to quality family time revolving around fun, sharing, imagination, and love.

For more information on Cover to Cover, Generation to Generation and affiliated events please contact Lyndsey Fox at [lyndseyctc@gmail.com](mailto:lyndseyctc@gmail.com).

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