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BACK-TO-SCHOOL BOOK DRIVE TO SUPPORT EARLY LITERACY

BORDERS TEAMS UP WITH RORGP

PHILADELPHIA, PA -- Philadelphia-area Borders, Borders Express and Waldenbooks stores will host a month-long book drive to help benefit Reach Out and Read Greater Philadelphia (RORGP), the nonprofit pediatric early literacy organization.

During the month of August, shoppers at participating Borders stores can purchase a book for a Reach Out and Read child. These books will be given by ROR doctors to their young, at-risk patients when they come for their checkups.

The goal of RORGP, says Dr. Kristen Kucharczuk, Associate Medical Director of RORGP, is to introduce a love of books and reading to children during their most formative years.

“Early exposure to books and reading can be crucial to educational success,” said Dr. Kucharczuk. “RORGP uses the power of the doctor’s office to introduce parents to the importance – and joy -- of reading aloud to their children.”

This year, the book drive has a special focus: infants and toddlers. Shoppers will be encouraged to consider books specifically selected for children ages 6 months to 2 years. During these early years, an RORGP child will generally have six checkups, which increases the demand for infant and toddler books.

This year marks the third year Borders stores have hosted a book drive for RORGP. RORGP hopes to bring in over 10,000 new books to support its mission.

Recognizing key milestones and choosing age-appropriate books can enhance and enrich reading aloud for both parent and child. For key tips on reading aloud and suggested titles, visit www.rorgp.org/home/tips-and-links.



About Reach Out and Read Greater Philadelphia

Targeting children most at-risk – children ages 6 months to 5 years living in poverty -- Reach Out and Read Greater Philadelphia doctors and nurses give books to their youngest low-income patients at checkups while advising their parents about the importance of reading. By building on the unique relationship between parents and medical providers, RORGP helps families and communities promote early literacy skills so children enter school prepared for success in reading. For more, visit www.rorgp.org.

Reach Out and Read Greater Philadelphia is affiliated with Reach Out and Read, Inc., a national, non-profit organization that has earned the highest 4-Star rating from Charity Navigator.

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