



January 4, 2010

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READ AND ROMP 2010 SETS THE DATE:
SUNDAY, JANUARY 31, 2010

EVENT TO BENEFIT REACH OUT AND READ GREATER PHILADELPHIA

WALNUT STREET THEATRE TO PERFORM AT READ AND ROMP 2010

BRYN MAWR, PA -- **Read and Romp**, the family event featuring storybook-themed games, activities, and crafts will take place Sunday, **January 31 from 1-4 pm** at **The Baldwin School**, 701 West Montgomery Avenue, in Bryn Mawr, PA.

Now in its fourth year, Read and Romp has become one of the area's not-to-be missed benefit events. Attendees begin with being issued a "passport", which guides them to ten storybook "destinations" where they use art, pretend-play, games, and crafts to recreate their favorite books and celebrate their love of reading. This year's Read and Romp "destinations" will include activities based on books such as *The Rainbow Fish*, *Pinkalicious*, and *If You Give a Cat a Cupcake*. A completed passport and take-home creations serve as a reward for an afternoon well spent.

New this year to Read and Romp will be a performance of *If You Take a Mouse to School* by the Walnut Street Theatre's Touring Outreach Company. Bringing to life this recent edition to the *If You Give ...* series, the Walnut Street Theatre will be on-site to give Read and Romp attendees a rousing look at Mouse's first experiences with the school, gym, homework and more.

The Walnut Street Theatre's performance is due to a generous grant from the Save a Mind Foundation. Event sponsors to date also include Endo Pharmaceuticals, Elliott-Lewis, Nemours/Alfred I. duPont Hospital for Children, The Children's Hospital of Philadelphia, The Simkiss Companies and St. Christopher's Hospital for Children.

"Read and Romp" helps support Reach Out and Read Greater Philadelphia's mission to bring books and literacy into the lives of some of the region's most disadvantaged children. By attending Read and Romp together, families can celebrate their love of reading and help make a difference in the lives of other children.



Tickets for Read and Romp are \$50 per person. Children 2 and under are admitted free of charge. Event proceeds benefit Reach Out and Read Greater Philadelphia. Read and Romp is Reach Out and Read Greater Philadelphia's largest fundraiser, helping the organization bring a world of reading and books to some of the area's most disadvantaged children.

For more information on Reach Out and Read Greater Philadelphia, event sponsorship, tickets or volunteer opportunities, please contact Kirsten Rogers at 215-590-5989 or via email at info@rorgp.org or visit www.rorgp.org.

About Reach Out and Read Greater Philadelphia

Targeting children most at risk – children ages 6 months through 5 years living in poverty -- Reach Out and Read Greater Philadelphia doctors and nurses give books to their youngest low-income patients 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 their children enter school prepared for success in reading.

This year Reach Out and Read Greater Philadelphia will provide 67,000 new books to 36,000 Philadelphia area children in need. Visit RORGP at www.rorgp.org for more information.

RORGP is affiliated with Reach Out and Read, Inc., the national, evidence-based nonprofit organization working to make literacy promotion a standard part of pediatric primary care. For more, visit <http://www.reachoutandread.org>.

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