

NEWS FOR FRIENDS AND SUPPORTERS

Summer of a Million Books a Big Success for Reach Out and Read, Kids in Need



CNCS CEO Patrick Corvington reads to children in New Orleans.

Reach Out and Read kicked off the summer of 2010 by announcing its goal of distributing one million books to children nationwide before Labor Day. In the end, Reach Out and Read far surpassed its "Summer of a Million Books" campaign goal, handing out books to more than 1.3 million children. The campaign generated an outpouring of support from community volunteers, who together contributed more than 78,000 hours of service last summer.

Reach Out and Read developed the Summer of a Million Books in conjunction with the United We Serve: Let's Read. Let's Move. initiative, which aims to promote community service and combat illiteracy and childhood obesity. Reach Out and Read is a national partner of Let's Read. Let's Move., an Administration-wide effort led by First Lady Michelle Obama, the Corporation for National and Community Service, and five federal agencies.

To highlight the campaign, the Corporation for National and Community Service CEO Patrick Corvington joined Reach Out and Read CEO Earl Martin Phalen to hand out the one millionth book, "Clifford the Big Red Dog", to a child at the Tulane Pediatric Clinic at The Covenant House, a homeless shelter in New Orleans, LA.

"United We Serve and Reach Out and Read provide a powerful example of using service as a solution to address childhood illiteracy," said Corporation CEO Patrick Corvington. "The Summer of a Million Books campaign is positive proof of the problems we can tackle when we come together and focus efforts toward real, measurable results."

"This is an incredible achievement for Reach Out and Read's 30,000 doctors, nurses, and volunteers nationwide," said Earl Martin Phalen, CEO of Reach Out and Read.

"Together, they have helped to put one million more children on the path to school success by providing parents with the guidance and the tools they need. We stand united in the dream that one day, every child in America will benefit from the Reach Out and Read program."

At the event, Phalen announced that Scholastic Book Clubs would donate an additional 500,000 children's books to Reach Out and Read through the ClassroomsCare program, in honor of the Summer of a Million Books campaign. ClassroomsCare is a philanthropy-based literacy program that teaches schoolchildren the joy of reading and giving.

"We are absolutely overwhelmed by the generosity of Scholastic Inc. CEO Dick Robinson, Scholastic Books Clubs, and the hundreds of thousands of children nationwide who participate in ClassroomsCare," said Phalen. "These students are helping to ensure that every child in America grows up with books and parents who understand the transformational power of reading aloud."

Learn more about the Summer of a Million Books campaign at www.reachoutandread.org/summer.

Read and Romp 2010



Volunteers Margie Weingarten, Jane Koppelman, and Lisa Rose offer tasty story-book themed snacks to Read and Romp's hungry young attendees.

Sunday, January 31, 2010 dawned crisp and clear – a perfect day for Reach Out and Read Greater Philadelphia's fourth Read and Romp. Once again, The Baldwin School's spacious Residence hosted scores of book-themed activities, snacks, and crafts. Among this year's favorites were "Pinkalicious" featuring fanciful pink dress-ups, take-home photos, and yummy cotton candy (pink, of course!) and "The Circus Ship" featuring zoo cut-outs and a live SKUNK straight from Elmwood Park Zoo. New to Read and Romp 2010 was an interactive performance of Laura Numeroff's "If You Take a Mouse to School".

Continued on page 2.

Thanks to a generous gift from the Save A Mind Foundation, the talented performers of the Walnut Street Theatre Touring Outreach Company and the ever-enthusiastic Mouse captured the imaginations of all our young and young-at-heart attendees.

"Read and Romp keeps getting better and better each year," enthused pediatrician and mother-of-two Tara Berman. "My kids are wide-eyed and engaged the whole afternoon!" Kudos to co-chairs Bridget Subak and Kristen Kucharczuk and their talented and energetic Read and Romp Committee. Thanks to their efforts, Read and Romp raised over \$26,000 to support Reach Out and Read Greater Philadelphia Programs. Be sure to look for our fifth Read and Romp next year.

Girls' Night Out 2010

Question: What could be better than an evening of girlfriends, shopping, and cocktails? *Answer:* An evening of girlfriends, shopping, and cocktails to benefit early literacy, of course! Kicking off the holiday shopping season, Reach Out and Read Greater Philadelphia's second annual Girls' Night Out evening benefit on October 14, 2010 featured 25 unique retailers and artisans, delicious hors d'oeuvres, and Reach Out and Read's signature red cocktail, the "Novel-tini". Ticket sales and a percentage of retail sales raised over \$10,000 for Reach Out and Read Greater Philadelphia Programs.

The evening also highlighted the importance of the Reach Out and Read Greater Philadelphia community of supporters – from vendors and committee members to physicians and attendees – to meeting the organization's early literacy mission. Advisory Committee member and long-time friend of Reach Out and Read Greater Philadelphia Bridget Subak was presented with Reach Out and Read Greater Philadelphia's first Literacy Star Award (see Literacy Star article).

"All aspects of Girls' Night Out are incredibly well run making it super-easy to volunteer. I enjoyed meeting new people and learning more about Reach Out and Read," remarked new Committee member Carole Wells. "I now understand why you are so passionate about the program!" Look for Girls' Night Out again this fall. Contact info@rorgp.org if you are interested in joining the Girls' Night Out Committee.



Girls' Night Out Committee members Linda Agger, Nancy Phelan, Lisa Flannery, and Peggy Petrakis meet to address invitations.

Haecker Receives 2010 DVRA Celebrate Literacy Award



Theresa Deckebach (right), President-Elect of the DVRA, presents the 2010 Celebrate Literacy Award to Trude Haecker, M.D.

The Celebrate Literacy Award was presented to Trude Haecker, M.D. on November 20, 2010 at the Delaware Valley Reading Association's (DVRA) annual Teach to Reach Conference at Germantown Academy. Dr. Haecker has been the Medical Director of Reach Out and Read Greater Philadelphia since the Coalition's establishment in October 2002. A general pediatrician well versed in the developmental issues of young children, Dr. Haecker first brought Reach Out and Read to The Children's Hospital of Philadelphia (CHOP) in 1996. As a pediatrician, Dr. Haecker actively participates in Reach Out and Read, bringing books and literacy guidance to the young children she sees in her outpatient practice. In addition, Dr. Haecker promotes Reach Out and Read's evidence-based early literacy model among physicians, nurse practitioners, parents, and the general public, and assists with fundraising, training, advocacy, and quality improvement initiatives. At the conference, Dr. Haecker was commended for her commitment to literacy development in realms that teachers are unable to reach. Her acknowledgement of the value of infant-toddler-preschool reading and her actions to support parents and schools were particularly lauded. In her June 18, 2010 Op-Ed to The Philadelphia Inquirer Haecker commented, "Pediatricians have earned the trust of parents, and 96 percent of children 5 and under visit a doctor at least once a year. That gives pediatricians unmatched access to families during the most critical years of a child's life. That's why, through the Reach Out and Read program, I became one of 27,000 doctors nationwide who make school readiness a standard component of the care we provide beginning at 6 months of age. Reach Out and Read's evidence-based model has pediatric providers giving each of their patients a new, age-appropriate book at every checkup and speaking with their parents about the importance of reading aloud to them every day."

Subak Named Literacy Star

On Thursday, October 14, 2010, Reach Out and Read Greater Philadelphia named Bridget Subak the first-ever recipient of its Literacy Star Award. Subak was honored at the evening benefit Girls' Night Out and was presented with a Montblanc bracelet acknowledging her more than seven years of service to the organization. Subak was introduced to Reach Out and Read by long-time friend and Reach Out and Read Greater Philadelphia Associate Medical Director, Kristen Kucharczuk, M.D., Ph.D. Kucharczuk, who presented the evening's award, detailed Subak's service to the organization, remarking, "Bridget has done everything from collecting books and personally driving them to Philadelphia, to writing funding pitches, to organizing Read and Romp activities and lettering signs, to meeting with prospective funders, to galvanizing friends and neighbors to come out to support our events. We just couldn't do Reach Out and Read without her." Serving on committees and often chairing events from the inaugural Laura Bush fundraiser at The Franklin Institute, all four Read and Romps, and the Girls' Night Out benefit, Subak has tirelessly donated her time, treasure, and talents to almost every aspect of Reach Out and Read Greater Philadelphia. Currently, Subak serves as a volunteer member of the Reach Out and Read Greater Philadelphia Advisory Committee. Many thanks, Bridget, for your commitment to preparing Philadelphia's most at-risk young children to succeed in school and life.



What Reach Out and Read Means to Me

By Deborah Moss, C.R.N.P., Esperanza Health Center

One of my favorite parts of work is caring for children. I love their little voices and bodies, the sound of their little feet pattering through the hallways. It makes me glad to be a family nurse practitioner who sees patients from "cradle to grave". My absolute favorite part of checkups is giving away books. One day I was doing new patient physicals for 2 and 5-year-old brothers. I gave each of them age-appropriate bilingual books in Spanish, and as their little hands grasped their newfound treasures, their joyful faces told me they already knew the pleasure of books. I didn't realize exactly how treasured these little gifts would be, however, until they came back two days later for a check of their PPD skin tests for tuberculosis. The 2-year-old was still grasping the book with evident pride and joy, and his mother told me "He hasn't let go of it except to eat and sleep since you gave it to him. He loves that book!" I am so grateful to work in a place like Esperanza where we have these resources, and am doubly glad that I get to be the one giving them away on a daily basis. May both of those little boys learn the joy of learning and exploring the world through reading as they grow!!

Eating for Reading

Thanks to Reach Out and Read Greater Philadelphia supporters, the inaugural "Eating for Reading" benefit on Tuesday, March 9, 2010 was a great success — raising nearly \$3,000 to buy new books for the Reach Out and Read patients at South Philadelphia Pediatrics. The event was the brain-child of Christina DiNicola, M.D. who recruited seven Queen Village and Bella Vista neighborhood restaurants to donate up to one-third of their food profits for the evening. Many thanks to Bistro La Minette, Cochon BYOB, La Fournu, Mustard Greens, Salt & Pepper, Saute, and Trattoria La Costiera for their participation.

Warming Up the Baby's Brain for Reading

By Jean Ciborowski Fahey, Ph.D.

We can warm up and stimulate our baby's brain for reading.

Exciting new research using neuroimaging techniques reveal the parts of the young brain that develop for reading - as early as infancy.

A particular region of the left hemisphere of the baby's brain becomes highly aroused by the words and sounds made by the important people in his or her life. Nurturing conversations, utterances, reading, singing, rhyming, and word play come together to encourage the development of phonological awareness in the first three years of a child's life. A potent ingredient for learning to read, phonological awareness depends upon the brain's ability to analyze and store the parts and patterns of spoken language.

One longitudinal study in Finland showed that vocabulary size at age 1 predicted phonological awareness at age 3. The study found that sensitive caregivers conversed and engaged with their babies often. They attuned to the baby's interest, sustained the baby's attention, and supported gradual and more independent play at the age of 1 or 2 - which increased phonological awareness in their preschool age children. (Silven, M., Niemi, P., & Voeten, M.J.M. 2002).



As we consider this research, it makes sense to coach parents, babysitters, family members, and other caregivers to talk with infants and toddlers. Baby books that have readers transmitting the rhythm, repetition, and rhyme of the language will also contribute to our children's ability to analyze and store the parts and patterns of spoken language. In doing so, our children's brains are building the crucial foundation for learning to read.

For more information on this subject, see:

Griffen, P., "Sound Steps in Phonological Awareness Form for Later Literacy:" in S.E. Rosenkoetter & Knapp-Philo, J. (Eds). Learning to Read the World: language and literacy in the first three years. Washington DC: Zero To Three Press.



A special thanks to Molly Ruben, founder of Cover to Cover, Generation to Generation. Molly collected children's books at her Philly-bred singer-songwriter brother Jesse Ruben's

April 30, 2010 concert at World Cafe Live. The books were donated to Reach Out and Read Greater Philadelphia Programs.

Borders and Customers Commit to Early Literacy

On behalf of all the primary care doctors and nurse practitioners, staff, and families at the Reach Out and Read

Greater Philadelphia practices, many thanks to Borders Center City, Langhorne, North Wales, and Wynnewood and Borders Express Langhorne and Plymouth Meeting for asking their customers to purchase an age-appropriate book for a Reach Out and Read Greater Philadelphia child! This past year these Borders stores and customers donated over 7,000 brand-new books to the 44 Reach Out and Read Programs in Southeastern Pennsylvania.

In addition, Reach Out and Read Greater Philadelphia will be the beneficiary of Benefit Days at Borders. On Friday, February 25 and Saturday, February 26, 2011, please shop at Borders stores in Southeastern Pennsylvania. Be sure to bring with you the Borders Benefit Days voucher from this newsletter. When you make a purchase at a Borders in Southeastern Pennsylvania, please give the voucher to the cashier and a portion of your purchase will be donated to Reach Out and Read Greater Philadelphia. Thank you for your support!

Valuable voucher to benefit Reach Out and Read

Benefit Days – our way of giving back

a percentage of the net sales raised from this coupon will be donated to



Excludes previous purchases, gift cards, newspapers, magazines, coupon books, digital downloads, comics, special orders, video games, Smartbox products, Rosetta Stone software, and shipping. Void where prohibited by law. Any other use constitutes fraud. Cash value .01¢. Not redeemable for cash. Valid on [dates].

Cashiers: Ring items, select S3, select S4, scan or enter barcode #, select S1, enter \$0.01, and Total.

Note: if a customer presents a Total Purchase coupon, such as "\$5 off Total Purchase" or "10% off Total Purchase", use this barcode to ring that discount. Follow the instructions on the original coupon, but scan the barcode on the Benefits Day voucher. The register will only accept one barcode for Total Purchase coupons.

Valid:
2/25/2011 – 2/26/2011



369469330000000000

BORDERS

Waldenbooks

Reach Out and Read Greater Philadelphia Supporters

Fiscal Year 2010 (July 1, 2009 - June 30, 2010)

James and Patricia Agger
Linda and Jim Agger
Elizabeth Alperin
Irwin and Barbara Elaine Alperin
Marc Alperin
Constance St. Amour
Elizabeth Jean Ames
Mr. and Mrs. Damon Andres
Anonymous Donor (2)
Kristine and Daniel Aylmer
Mr. and Mrs. Thomas Bagnell
Susan Baker
Carol Baker and Mark Stein
Christy Bancone
Tracy Barausky
Pamela E. Barnett and Jeffrey M. Hornstein
Ronald and Christine Bastian
Victoria C. Bastian and Damon S. Bendesky
Andrew and Patty Bauer
Frances and George Beaudoin Jr.
Michael and Tricia Beaudoin
The Bee's Nest
Dr. and Mrs. Leonas G. Bekeris
Dr. and Mrs. Robert Belafsky
Marc and Eileen Bendesky

Nicole S. Bendesky
Gloria Berkwits
Jeffrey Berkwits
Dr. Tara Berman and Mr. Michael Berman
David Borgenicht and Suzanne D. Simons
Louis Borgenicht
Nancy Borgenicht
Carol and Alfred Bracher
Margaret Bradley
Stacey and Michael Brand
Shantih Brando and Dan Taylor
Eric Burlingame
Alisa and Sandy Burnham
Jean Burns
Alison M. Buttenheim and Paul K. Saint Amour
Peter and Frances Buttenheim
Stephanie Buysse
Mr. and Mrs. Dan Carden
Heather Carella
Mr. and Mrs. Richard Carpenter
Barbara A. Carty-Omrod and Robert M. Omrod
Mr. and Mrs. Jeffrey Casnoff
Ms. Christa Chakejian
Susan Chen-Costantino
Childhood Dreams

Children's Book World
Children's Dental Associates, P.C.
The Children's Hospital of Philadelphia
The Children's Hospital of Philadelphia Care Network, Pediatric & Adolescent Care, Haverford
Jane and John Chopack
Mrs. Maryrita Clark
Caren S. Cohen and Dan Nasser
Lauren Collins
Zachary and Karen Conen
Michelle Connolly
Mary Copeland
Wendy Costa
Shannon E. Coulter
CPC Designs
Doris Cusano and Ed Martin
Amy Czop-Bartley
D4 Creative Group
Susan Daley-Gibson and Patrick Gibson
Elizabeth DeNapoli
Mark and Kathy Depillis
Mrs. Blair Dickinson and Ryan Schroeder
BJ Dickinson, D.V.M.
Mrs. Catherine Dow
Kari Draper and Thomas Manning

Continued on page 5.

Reach Out and Read Greater Philadelphia Supporters (Continued)

Ms. Peggy Duckett
Liz Duffy
Lucy Duncan and Graham Garner
Eagles Youth Partnership
Elliott-Lewis Corporation
John and Lynn Elsenhans
Endo Pharmaceuticals
Dr. and Mrs. Dwight Evans
Gabrielle and Jeffrey Evers
Dr. and Mrs. Thomas Fairchild
Mark and Susan Farmer
The Fine Line
Martin and Deborah Fishbein
Marie-Therese Flaherty and Douglas Clark
Jeff and Yasmin Fleming
Robert M. Fleming, Jr.
Betsy Fluehr
Michael C. Forman and Jennifer S. Rice
Kersten M. Forsthoefel and Edward A. Ehrlacher
Frances Elizabeth Originals
Jonathan and Heather Friedman
Beth Ann Gaffney and Chris Kauffman
Jose and Beatriz Mirabal Garces
Janet Ginzberg and John P. Caskey
Mr. and Mrs. Darrin Girton
Glisten Up!
Goods of Conscience
Wendy and Gregory G. Gosfield
Joan Connelly Graham
Colleen and Dale Grant
Alicia and Steven Gresham
Sheila Grubb
Eugene Gualtieri and Mary Madeline McManus
Drs. Trude A. Haecker and Robert E. Day
Gail Hagan
Steve and Allison Hall
Peter Hardy and Nina Rivera
Janet and William Harrington
Jennifer Hattersley
High Heels & Bananas LTD
Mr. and Mrs. Michael Hino
Linda Hollinshead and John Goncher
Mr. Edgardo D. Holzman and Daphne Trent Holzman
Mr. and Mrs. Stuart N. Hosansky
Meghan Houder
Jeffrey and Alissa Hurok
Steven and Judith Hurok
Interiors
Jennifer Irely
John B. Ward and Co., Inc.
Mrs. Christina Johnson
Eileen Johnson
William F. Johnson
Sondra Jones
Thomas and Jane Kang
Gail Kass
Judith and Stephen Kastenbergl
Kimberly and Michael Kearns
Jodi Kefer
Jane Kennedy
Dr. Dorothy Novick Kenney and Peter Kenney
Kathleen and Robert Kenney
Cecilia Duffy Kern
Bruno and Nancy Kersten
Hans Kersten and Karen Levinson
Robert and Smriti Khurana
Ah Young Kim
Gay H. Kimelman
Carol E. Kinstlick
Rebekah S. Klein
Jane Keil Koppelman
Burton I. Korelitz, M.D.
Sreekant and Marci Tint Kotay
Georgie Krajicek
Drs. Kristen and John Kucharczuk
Bruce Kuklick and Elizabeth Block
Robert Lamb
Caren Lambert
Joan Larney
Brian and Amanda Lauzon
William T. Lawson and Elizabeth Capezuti
LCG, Ltd.
Jean Lee and Walter Tsou
Mr. and Mrs. Richard J.T. Lerch
Beryl and Howard J. Levin
Dr. Arnold Levinson and Mrs. Marcia Hole
John and Carol Lunger
George and Jennifer Mackenzie
Kimberly Maher
Lisa Maloney
Angela Mancini and Matthew Donadio
Stephen and Christina Master
Matilda Jane
David and Jennifer Matson
Pete and Jen McAleer
Mrs. Mia McCall
Michael and Susan McCann
Mr. and Mrs. Andrew McCloskey
Mr. and Mrs. Brian T. McCloskey
Mr. and Mrs. Joseph M. McColgan
Mr. and Mrs. William McCullough
Sean and Dorren McDermott
Christopher and Gina McHugh
Catherine McNally
Frances and Michael McSherry
Karen and Harry McWilliams
Frederick L. Meisel, M.D.
Joshua D. Meisel
Dr. and Mrs. Joseph Melvin
William and Joanna Bell Merriam
Mrs. Kathryn Miani
Dr. and Mrs. Wallace Miller
Susan Mlodzienski
Christopher and Sheridan Molineaux
Kevin and Rachel Mollen
Mr. and Mrs. Thomas J. Mollen, Jr.
Kristin and Doug Monty
Takashi and Mey-Yen Moriuchi
Casey Morris
Julie and Mark R. Motl
Dr. and Mrs. James L. Mullen
Dr. Donna Murasko and Dr. Ken Blank
Sybil Scott Murphy
Yocheved B. Nachum
Wendy Neininger
Arthur H. Nelson
Pamela B. Nelson
Nemours/Alfred I. duPont Hospital for Children
Margaret Anne Nolen
Megan Nolen
Lynn Novick and Robert I. Smith Jr.
Richard P. Novick, M.D. and Barbara Z. Novick, Ph.D.
Jackie O'Connor
Mrs. Suzanne O'Connor
Ms. Kathleen Oldfield
Arlene Olson
Mitchell A. Orenstein and Martine R. Haas
Heather Osborne
Hedra L. Packman
Luis N. Rivera Pagan and Anaida Pascual Moran
Carl H. Park and Jane J. Ahn
Mr. and Mrs. Adam Pasternack
Pen & Paper LLC
Margaret Petrakis
The Pew Charitable Trust
Jo Ann Phelan
Nancy and Robert Phelan
Mary Ellen Pina
The Pink Mink
Ruchi and Robert Pinniger
Elizabeth Proctor
Mr. and Mrs. Mark Pulos
Pun's Toy Shop
Christopher and Anne Pyne
Dr. and Mrs. Peter Quinn
Mr. and Mrs. Erik Rasmussen
William and Susan Regli
Dr. Alice Reich
Krista Reilly
Pegg Reiner
Karen Rendulich
Alice E. Richardson
Brian and Barb Riley
Jim and Chris Riley
Honorable Harvey and Dr. Susan Robbins
Ernesto F. Rodriguez Suris
Mr. and Mrs. Keith D. Rogers
Elizabeth Rose
Dr. and Mrs. Stephen C. Rubin
Saint Joseph's Preparatory School
Drs. Deborah Sandrock and George Baluarte
Marie O'Donnell Satalof
Save A Mind Foundation
Allison Schill
Sally Scholz and Christopher Kilby
Pamela and Alan D. Schreiber, M.D.
Courtney A. Schreiber, M.D. and Zachary F. Meisel, M.D.
Merrill and Hannah Schwartz
Dana Sciorillo-McDougall
Carolyn Winikur Seplow
Dr. and Mrs. John Seward
Stephanie Shaw
Elizabeth and Dennis Shea
Sheryl L. Silverman
The Simkiss Companies
Thomas and Margaret Quinn Simons
Jenn Sims
Kristin and Peter Sims
Linda Sims
Gina Sklow
Arnika Smith
Jennifer Smith
Paul and Melanie Snitzer
Alan L. Spielman
Darren A. Spielman and Liza M. Rodriguez
Jen Stearns
Candace Steele
Jennifer Stroup
Mr. and Mrs. Michael Subak
Diane Sullivan
Mr. and Mrs. Philip Sullivan
Kelly and Vincent Tague Jr.
Elizabeth Tarka
Tastefully Simple
Tenet Healthcare Corp
Donna Thornton
Theresa C. Timlin and Joseph Digiuseppe
Richard and Linda Tobin
Howard A. Trachtman and Ivy M. Gilbert
U.S. Department of Education
Vanessa Fox LLC
Michael and Jennifer Vincent
Leanne Wagner
Robin Warzel
Mr. and Mrs. Richard Webster
Jennifer A. Weiner and Adam Bonin
Anne Weiss
Carole Wells
Maureen S. Welsh
Carol Williams
David Wilson Jr.
Ashley Wood
Betsy Woodall
Wyeth Pharmaceuticals
Elizabeth and John Yocum
Toby Zachian
The Zeelander Foundation
Martha Dechert Zeger



Reach Out and Read Greater Philadelphia

34th Street and Civic Center Blvd.
3535 Market, Suite 1108
Philadelphia, PA 19104
TEL: 215-590-5989
FAX: 267-426-2455
WEB: www.rorgp.org

If you would like to be removed from the mailing list or have a change in name/address, please call **215-590-5989** or email info@rorgp.org. Thank you.

How Reach Out and Read Works

Since 1989, Reach Out and Read Programs across the nation have been preparing America's youngest children to succeed in school by partnering with doctors to prescribe books and encourage families to read together. Following the Reach Out and Read model, pediatricians, osteopathic physicians, family physicians, nurse practitioners, and physician assistants give brand-new books to their young patients at checkups and advise parents that reading aloud is the most important thing they can do to help their children love books and start school ready to learn. Recognizing that children from low-income families are at particular risk for literacy problems, Reach Out and Read focuses on children between the ages of 6 months and 5 years.

To date, there are over 4,654 Reach Out and Read Programs throughout the nation. Reach Out and Read Greater Philadelphia currently includes:

- 44 Reach Out and Read Programs affiliated with 18 healthcare organizations
- 600 primary care doctors and nurse practitioners
- 39,000 young children in need
- 72,000 new, developmentally and culturally-appropriate books prescribed annually
- enthusiastic waiting room volunteer readers

We are committed to reaching more children and training additional medical providers in pediatric literacy intervention, but to do so we need your help.

How to Support Reach Out and Read Greater Philadelphia

Reach Out and Read Greater Philadelphia relies solely on donations and funding support from schools, community groups, corporations, foundations, and individuals to maintain and expand our programs. To learn more about how you can help set a child on the path to reading success, log onto www.rorgp.org, call 215-590-5989 or email info@rorgp.org.