



FOR IMMEDIATE RELEASE

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**READ AND ROMP
BENEFITING REACH OUT AND READ GREATER PHILADELPHIA
TO TAKE PLACE SUNDAY, OCTOBER 12**

BRYN MAWR, PA -- **Read and Romp**, a storybook-themed family event to benefit Reach Out and Read Greater Philadelphia, will take place Sunday, **October 12 from 1-4 pm** at **The Baldwin School**, 701 West Montgomery Avenue, in Bryn Mawr, PA.

This unique family event features activity booths, games, and arts and crafts based on classic and new family favorites such as "Olivia Saves the Circus" and "Horton Hears a Who". Also in store: a high-octane concert from Philly-favorite "The Cat's Pajama's." Featuring their signature combination of dance, puppets, props and costumes, this award-winning kiddie rock band will help Read and Romp proclaim "Reading Rocks!"

Tickets for Read and Romp are \$50 per person. Proceeds help Reach Out and Read Greater Philadelphia bring a love of reading to over 35,000 needy Philadelphia-area 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 rogersk@email.chop.edu or go to rorgp.org.

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 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 66,500 new books to 35,000 Philadelphia area children in need.

RORGP is affiliated with Reach Out and Read, Inc., the national, non-profit working to make literacy part of standard pediatric care. For more, visit <http://www.reachoutandread.org>.