



FOR IMMEDIATE RELEASE
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GIVE THE ULTIMATE LUXURY: THE GIFT OF READING

PHILADELPHIA, PA -- Looking for a unique yet affordable gift for family and friends this holiday season? Consider making a gift in their honor to Reach Out and Read Greater Philadelphia, a Philadelphia-based organization that works with doctors and nurses to put new books into the hands of young children growing up without them.

"The love of reading is the ultimate luxury gift," said Dr. Kristen Kucharczuk, Associate Medical Director of Reach Out and Read Greater Philadelphia. "It's a gift that will please any reading enthusiast on your list, from family and book club members, to teachers and colleagues."

This year, Reach Out and Read Greater Philadelphia offers three compelling gift packages for shoppers looking for quick, affordable, and thoughtful gift-giving ideas:

- \$40 provides a 10-book library and five years of Reach Out and Read literacy guidance to a local child in need.
- \$120 provides 30 books and age-appropriate literacy guidance to a family with three young children.
- \$1000 provides 25 children with their own 10-book libraries (250 books) and literacy guidance from ages 6 months through 5 years.

ROR GP completes the gift package with a beautiful card to acknowledge the gift. Shoppers can purchase their gifts on www.rorgp.org, by email at info@rorgp.org, or by phone at 215-590-5989.

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.

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, ROR GP helps families and communities promote early literacy skills so their children enter school prepared for success in reading. For more, visit www.rorgp.org.