



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, the 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 gift packages for shoppers looking for quick, affordable, and thoughtful gift-giving ideas:

- \$50 provides a 10-book library and five years of Reach Out and Read literacy guidance to a local child in need.
- \$200 provides 30 books and age-appropriate literacy guidance to a family with three young children.
- \$600 provides the complete Reach Out and Read program to 12 children.
- \$1000 provides 25 children with their own 10-book libraries (250 books) and literacy guidance from ages 6 months through 5 years.

Reach Out and Read Greater Philadelphia 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

Reach Out and Read Greater Philadelphia targets young children at greatest risk for school failure and illiteracy, providing them and their families with high quality children's books, reading tips and guidance on the importance of reading aloud. Fourteen research studies confirm that families served by the program read together more often, and that Reach Out and Read children enter kindergarten better prepared to succeed, with larger vocabularies, stronger language skills, and a six-month developmental advantage over their peers.