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REACH OUT AND READ GREATER PHILADELPHIA LAUNCHES WEBSITE

ORGANIZATION IS MAKING BOOKS PART OF A HEALTHY CHILDHOOD

PHILADELPHIA, PA -- **Reach Out and Read Greater Philadelphia**, a nonprofit organization that partners with doctors to give free books to children and literacy advice to parents, launched their website today. The site, rorgp.org, allows visitors to donate online, buy tickets to the annual "Read and Romp" event, and discover key tips on how to help young children build a lifetime love of reading.

"Our website is our latest effort to serve Philadelphia's most at-risk children and families. In addition to offering easy tips for building literacy-rich childhoods, our website will help us target key supporters so that Reach Out and Read Greater Philadelphia can continue to build on its successes," said Kristen Kucharczuk, the Associate Medical Director of Reach Out and Read Greater Philadelphia.

The website launch is the latest project for the innovative non-profit, which now serves over 35,000 young children in the five county Philadelphia area. Nationally, Reach Out and Read serves 25 percent of US low-income infants, toddlers, and preschoolers.

The website was the result of a generous grant from The 25th Century Foundation and was designed by Night Kitchen Interactive, a Philadelphia-based design firm.

Proven to improve school readiness, Reach Out and Read focuses on those children at greatest risk – children ages 6 months to 5 years living at or near poverty -- during the critical years before they enter kindergarten.

Research shows Reach Out and Read works. Studies reveal that parents who get books and literacy counseling from their health care provider are more likely to read to their young children, read to them more often, and provide more books in the home. Low-income children who participate in Reach Out and Read score significantly higher on vocabulary tests and show improved language development.

(MORE)



About Reach Out and Read Greater Philadelphia

Targeting children most at risk – children ages 6 months to 5 years living at or near 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.

ROR GP is affiliated with Reach Out and Read, Inc., the national, non-profit working to make literacy part of standard pediatric care. For more, visit www.rorgp.org.