



FOR IMMEDIATE RELEASE
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Junior League Promotes Literacy with the 12th Annual READ TO ME Festival

Winston-Salem, NC – What could be better than a day of fun that doubles as a day of learning? Join the READ TO ME Festival on Saturday, February 7, 2009, from 9 a.m. to 2 p.m. at the Winston Lake Family YMCA at 901 Waterworks Road. This free festival is open to the public and promotes a love of reading for children ages pre-school through third grade by meeting authors, having story time, making crafts and receiving a free book.

Children will be immersed in the fun and benefits of reading through exposure to storytellers, characters from children's literature, well-known authors, activities, music and crafts. Special guests in attendance include authors Susan Blair, Clay Carmichael, Sharon Clarke and Kimberly Johnson and book characters Clifford and Cat in the Hat. This year's event also includes story telling in Spanish and a special performance by musical group Big Bang Boom Band. Children in attendance will receive a free book.

"The READ TO ME Festival touches the lives of so many deserving children every year," said Pam Ball, President of the Junior League of Winston-Salem. "We are pleased the Junior League and the community work together to provide such a fun and meaningful event."

The READ TO ME festival originated from the Junior League of Winston-Salem's program that encourages parents and caregivers to read to their children daily. Trained Junior League volunteers conduct reading sessions with children to teach parents how reading aloud for 15 minutes each day can help strengthen the parent/child bond, create values-based knowledge for life, provide a reading role model, and condition parents/caregivers and children to associate reading with pleasure. Furthermore, reading research confirms that regardless of sex, race, nationality or socioeconomic background, students who read the most achieve the most and stay in school the longest.

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The Junior League of Winston-Salem is an organization of women committed to promoting volunteerism, developing the potential of women and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. With well over 1,000 members, the Junior League of Winston-Salem has helped to inspire and to establish vital Winston-Salem-based community organizations and events, including the Arts Council, Children's Museum of Winston-Salem, Ronald McDonald House, SciWorks, Komen North Carolina Triad Race for the Cure, and READ TO ME and BOOKMARKS Festivals. More information on the Junior League of Winston-Salem can be found at www.jlws.org.