



MEDIA ALERT

Contact: Meredith Gandy
(415) 553-2116, mgandy@kqed.org
kqed.org/press

Attn: Calendar listings

KQED CELEBRATES “DÍA DE LOS NIÑOS/DÍA DE LOS LIBROS”

- KQED Education will be at events in San Francisco and Oakland -

San Francisco, California, April 20, 2011 – KQED is partnering with local community-based organizations to bring children, families, and reading into the spotlight. “Día de los Niños, Día de los Libros” is an annual holiday celebrated in cities and towns across the country, and emphasizes the importance of advocating literacy for children of all linguistic and cultural backgrounds. “Día de Los Niños, Día de Los Libros” (Children’s Day, Books Day) events will be held this year in San Francisco and Oakland. Events are free and open to the public, and each child in attendance will receive a free book to take home.

San Francisco

San Francisco Public Library (100 Larkin Street)

Sunday, April 24 from 1 to 4pm

San Francisco’s first “Día de los Niños, Día de los Libros” was held in 1999 and each year, the event grows in attendance and participation, reaching thousands of children and their families. Join San Francisco Public Library, Children’s Book Press, Mission Learning Center, Richmond District YMCA, Jumpstart, and KQED Education at the library for interactive art activities and live multicultural music, dance, and storytelling, as well as a book giveaway.

Oakland

Josie De La Cruz Park (1637 Fruitvale Avenue)

Saturday, May 7 from 12 to 3pm

This year marks the fourth anniversary for Oakland’s “Día de Los Niños, Día de Los Libros” celebration. Join Oakland Parks and Recreation, Unity Council, and KQED Education for an afternoon of children’s activities and books featuring multicultural music, dance, storytelling, art activities, and a book giveaway. The Unity Council AmeriCorps Program will also kick off AmeriCorps Week at the event.

About KQED

KQED (kqed.org) has served Northern California for more than 50 years and is affiliated with NPR and PBS. KQED owns and operates public television stations KQED 9 (San Francisco/Bay Area), KTEH 54 (San Jose/Bay Area), and KQET 25 (Watsonville/Monterey); KQED Public Radio (88.5FM San Francisco and 89.3FM Sacramento); the interactive platforms kqed.org, kteh.org, and KQEDnews.org; and KQED Education. KQED Public Television, one of the nation’s most-watched public television stations, is the producer of local and national series such as *QUEST*; *Check, Please! Bay Area*; *This Week in Northern California*; *Truly CA*; and *Essential Pépin*. KQED’s digital television channels include 9HD, Life, World, Kids, and V-me, and are available 24/7 on Comcast. KQED Public Radio, home of *Forum* with Michael Krasny and *The California Report*, is one of the most-listened-to public radio stations in the nation with an award-winning news and public affairs program service delivering more than eighteen local newscasts daily. KQED Interactive hosts KQED’s cross-platform news service, KQED News, as

well as offers video and audio podcasts and a live radio stream at kqed.org. KQED Education brings the impact of KQED to thousands of teachers, students, parents, and the general public through workshops, community screenings, and multimedia resources.

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