



## MEDIA ALERT

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### KQED EDUCATION NETWORK CELEBRATES READING BY CO-SPONSORING LOCAL EVENTS

- Jumpstart's Read for the Record October 8 -
- Ready to Learn Fun Fair in Oakland October 10 -

**San Francisco, California, October 5, 2009** – KQED Education Network is partnering with local and national organizations for two events in Oakland's Fruitvale neighborhood. On Thursday, October 8, KQED will join Jumpstart's Read for the Record, a national campaign designed to break the world record for the largest shared reading experience ever, while also working to break the cycle of illiteracy. On Saturday, October 10, KQED joins Alameda County Supervisor Keith Carson and First 5 Every Child Counts for the Fourth Annual Ready to Learn Fun Fair.

#### **Jumpstart's Read for the Record**

Jumpstart's Read for the Record is a national campaign highlighting the importance of early literacy by making history as children attempt to break a record by reading the same book on the same day. KQED Education Network and MOCHA (Museum of Children's Art) join Jumpstart's campaign for an event in Oakland's Fruitvale district. A press conference will be followed by VIP readings of Eric Carle's *The Very Hungry Caterpillar*, the official campaign book, with one hundred forty-five children from St. Vincent's Day Home and Centro Infantil De La Raza CDC. The event will take place Thursday, October 8, from 2:30 to 4:30pm at MOCHA. See [www.kqed.org/education](http://www.kqed.org/education) for event details.

#### **Ready to Learn Fun Fair**

KQED Education Network joins Alameda County Supervisor Keith Carson for the Fourth Annual Ready to Learn Fun Fair. The fun-filled atmosphere will showcase a variety of organizations that serve Alameda County residents that provide valuable resources for families to assist with education, nutrition and other supportive services to help children be successful in school. There will be face painting, games, and a chance to meet special guests Clifford the Big Red Dog and SUPER WHY's Wyatt. Each child will have a chance to pick a book of their choice, and KQED Education Network will provide PBS KIDS Raising Readers Activity Books, Martha Speaks stickers, and bookmarks. The Fun Fair takes place Saturday, October 10 from 10am to 1pm at Manzanita Community/SEED School in Oakland. See [www.kqed.org/education](http://www.kqed.org/education) for event details.

KQED Education Network will incorporate the PBS KIDS Raising Readers *Any Time is Learning Time* messaging into the activities. KQED Education Network and PBS KIDS Raising Readers will deliver sound and useful literacy messages and opportunities to the parents and caregivers of children from ages 2 through 8 in target neighborhoods. KQED strives to meet the literacy needs of target communities in Oakland and San Francisco through community events, media-rich resources, professional development opportunities, and strategic partnerships.

#### **About KQED Education Network**

**KQED Education Network** engages with community and educational organizations to broaden and deepen the impact of KQED media to effect positive change. Through parent education and

professional development workshops, public screenings, multimedia resources, and special events, Education Network reaches more than 200,000 Bay Area residents a year and serves people of all ages, with a particular emphasis on reaching underserved communities. Learn more about its three unique services, Early Learning, Educational Services, and Community Engagement, at [www.kqed.org/ednet](http://www.kqed.org/ednet).

#### **About KQED**

**KQED** ([www.kqed.org](http://www.kqed.org)) is a service of Northern California Public Broadcasting, Inc. (NCPB). KQED Public Television, the nation's most-watched public television station, is the producer of local and national series such as *QUEST*; *Check, Please! Bay Area*; *Jacques Pépin: More Fast Food My Way*; and *Jean-Michel Cousteau: Ocean Adventures*. KQED's digital television channels include 9HD, Life, World, Kids and V-me, and are available 24/7 on Comcast. KQED Public Radio (88.5 FM in San Francisco and 89.3 FM in Sacramento), home of *Forum* with Michael Krasny and *The California Report*, is the most-listened-to public radio station in the nation with an award-winning news and public affairs program service. KQED Education Network brings the impact of KQED to thousands of teachers, students, parents and the general public through workshops, community screenings and multimedia resources. KQED Interactive offers video and audio podcasts and live radio stream at [www.kqed.org](http://www.kqed.org), featuring unique content on one of the most-visited station sites in public broadcasting.

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