



FOR IMMEDIATE RELEASE

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**KQED PARTNERS WITH COMMUNITY ORGANIZATIONS IN CELEBRATION OF
“DÍA DE LOS NIÑOS, DÍA DE LOS LIBROS”**

- Sunday, April 25 at the San Francisco Public Library-

- KQED Education Network will be on hand for book giveaways and more -

San Francisco, California, April 19, 2010 – 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) will be held on Sunday, April 25 from 1 to 4pm at San Francisco Public Library (100 Larkin Street in San Francisco).

Free and open to the public, this year’s “Día de Los Niños, Día de Los Libros” celebration will include diverse performance groups, storytellers, San Francisco Public Library Bookmobile, literacy-related arts activities, and a free book for each child in attendance. Performers include Puppet Art Theater Company, Flute Sweet and Tickletoon, Imani’s Reality, and Casada De Flores.

KQED Education Network will incorporate the PBS KIDS Raising Readers *Any Time is Learning Time* messaging into the holiday 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 two through eight in target neighborhoods. KQED strives to meet the literacy needs of target communities through community events, media-rich resources, professional development opportunities, and strategic partnerships.

San Francisco’s first “Día de los Niños, Día de los Libros” was held in 1999 and each year since then, organizers continue to volunteer their time and resources to achieve the goal of promoting literacy and unifying families of all cultures through a community-based, child-centered event. Each year, the event grows in attendance and collaboration, reaching thousands of children and their families.

This year’s event is sponsored by the 2009 Estela and Raul Mora Award, Bibliotecas Para La Gente, California State Automobile Association, First 5 San Francisco, and KQED Education Network.

About Día de los Niños, Día de los Libros—San Francisco

“Día de los Niños, Día de los Libros” is collaboration of Childhood Matters; Children’s Book Press; Friends of the San Francisco Public Library; KQED Education Network; Mayor’s Office of Housing, Community Development Division; Mission Learning Center; Nuestros Niños; Richmond District YMCA; San Francisco Public Library; San Francisco State University’s Jumpstart Program; and Week of the Young Child.

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/education.

About KQED

KQED (www.kqed.org) is a service of Northern California Public Broadcasting, Inc. (NCPB). 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*; *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 one of the most-listened-to public radio stations 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, featuring unique content on one of the most-visited station sites in public broadcasting.

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