



Making IT Happen Gazette

Pearson Foundation to Launch the Bookgarden with the 2009 Read for the Record Campaign

Jumpstart's 2009 Read for the Record Campaign

Submitted by Pearson

At the Pearson Foundation, we're excited to again be participating in Jumpstart's Read for the Record campaign. This year, on October 8, Pearson people will join record-breakers everywhere as together we set a new record for the largest shared reading experience ever.

Jumpstart's Read for the Record campaign

Jumpstart's Read for the Record campaign invites adults across America to read with young children. Together, we again aim to set a new world record for the number of children reading the same book—all during a single day of national service for young people. This year, in honor of the 40th anniversary of its first publication, the official book of Jumpstart's Read for the Record campaign is Penguin's *The Very Hungry Caterpillar*, by Eric Carle.

We're bringing people together on October 8 because we want to raise public awareness of the learning gap that persists in early education. In America today, one in three children arrive on the first day of school unprepared to learn, due primarily to economic inequality. By encouraging a single, common day of engagement, we hope to underscore the importance of early literacy, showcase the role Jumpstart plays every day in the lives of young children, and help raise funds to support Jumpstart's work with at-risk preschoolers across the country.

Again this year, Pearson and its Penguin Young Readers Group are underwriting the official book of Jumpstart's Read for the Record campaign. This limited edition of *The Very Hungry Caterpillar*, with a foreword by Matt Lauer and Meredith Vieira of NBC's "TODAY" show and an introduction by entertainer LL Cool J, will be available beginning this summer. Once again, 100 percent of the proceeds of sales of this official book will go directly to Jumpstart, benefiting their work with at-risk children in classrooms all year round.

In addition, Pearson people are already making plans to take part in Read for the Record celebrations at schools, shopping malls, Pearson offices, and other locations; read *The Very Hungry Caterpillar*; and help young people create their own personalized ABC books based on the Pearson Foundation's "Family Book Nights" program.

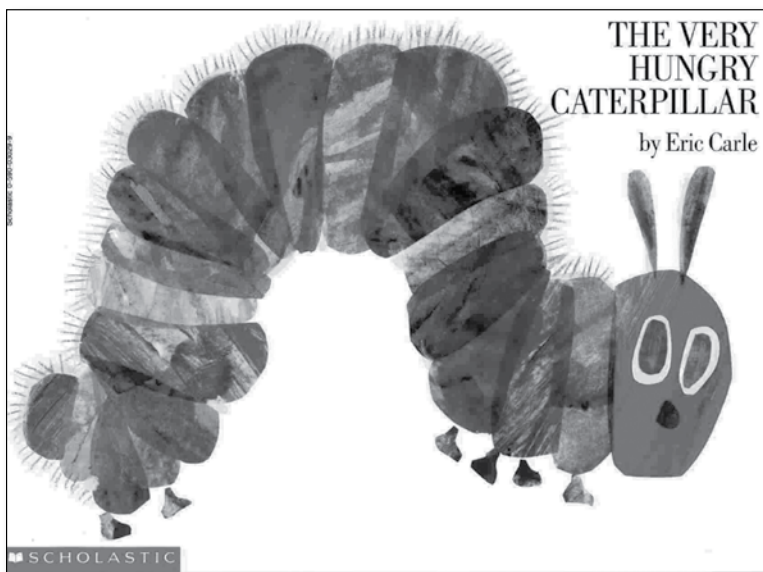
We're also doing all we can to support and encourage teachers and students everywhere to

bring Read for the Record to their own schools and classrooms.

We're creating Read for the Record Classroom Toolkits that will make it easy for teachers to host Read for the Record events.

We're working with teachers and district superintendents across the country to highlight the importance and the power of reading in their schools.

We're donating copies of *The Very Hungry Caterpillar* to schools, community organizations, and USO centers around the world, so that every child can help Read for the Record on October 8.



The Bookgarden

We're also making it easier than ever for schools, libraries, community centers and families to access the book for free on the official campaign day. This year, in conjunction with the campaign, the Pearson Foundation will officially launch the Bookgarden.

The Bookgarden is a new digital initiative from Penguin and the Pearson Foundation. We will be launching this site globally as a place to inspire those with access to the Internet to read more and, at the same time, put books in the hands of people who are without them.

Currently, the ratio of books to child in low-income neighborhoods is one age-appropriate book for every 300 children. Additionally, more than 80% of preschool and after-school programs serving children from low-income families have no age-appropriate books for their children.

Through the Bookgarden, we hope to change these statistics by empowering parents and educators to instill both a passion for reading and social responsibility in their children and, through increasing access to books, help in the fight against illiteracy.

How Does It Work?

Visitors to the Bookgarden will set up personal accounts so that each time they log onto the site, they are automatically recognized. In addition, the visitor will be asked to choose a literacy charity of their choice to receive "donations" through the Bookgarden. There will be a selection of children's books housed on the site for adults to read with children. For each page read, the visitor's account receives "points." After accumulating the total number of points required to reach your targeted goal, a donation of a children's book is made to the visitor's selected charity. Therefore, just by reading books with a child in your life, you will impact other children around the world who currently do not have access to age-appropriate books.

The Bookgarden and the 2009 Read for the Record Campaign

The Bookgarden will be officially launched on October 8, 2009, in conjunction with Jumpstart's 2009 Read for the Record Campaign. When visitors access the Bookgarden on the campaign day, the only children's book in the "garden" that day will be *The Very Hungry Caterpillar*. For every visitor who reads the book, a donation will be made to Jumpstart to help expand their services to at-risk preschool age children around the country.

We hope you will join us and record-breakers everywhere by visiting the Bookgarden on the official campaign day. You can set up an account, read with a child in your life and start making an impact to improve literacy rates around the world by the simple act of reading wonderful children's books with a child in your life.

To access the Bookgarden on October 8, 2009, go to www.readfortherecord.org



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Tell us his or her story, and he or she may be the next recipient of the famous pink or black jacket!
Send a 50-word description of how they are "Making IT Happen" (photo optional) to:
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