

FOR IMMEDIATE RELEASE

**Share a Story: The Reading Tub, Inc. Raising Funds for Family Reading Initiative**

Charlottesville, VA, March 10, 2008. *Read with your child. We've all heard it, so here's a chance to share a book and help kids who don't have books, too.*

Decades of studies show us that learning to read sets the foundation for all other learning. Literacy is a critical factor in our kids' success, and test scores that tell us their skills are declining concern parents and educators alike. "There are lots of ways to help our kids with their reading" says Terry Doherty, Executive Director of The Reading Tub, Inc. "One of the simplest is to read together at home."

Over the course of a year, kids spend fewer hours in school than they do at home, which makes reading at home not only important, but easy to do. Having different things to read at home directly contributes to a child's reading success. Studies have shown that it isn't poverty, but the amount and variety of reading material at home that impacts a child's ability to read. It can be a book, a magazine, a catalog, even a cereal box!

The Reading Tub, Inc. wants to ensure kids have books of their own. The Reading Tub, Inc. is sponsoring a family-friendly fundraiser to support its Read it Together! initiative. "Learning to read begins at home," says Terry Doherty, Executive Director. "Read it Together! promotes shared reading, so we wanted a fundraiser that reflected goal."

The Read it Together! project serves children from infancy to eight years old. "Our mission is to promote reading, and to give parents the tools they need to help their kids," says Terry Doherty, Executive Director, "For this project, we pair a book and a one-page Reading Guide with practical ideas for adding reading to everyday activities." The Reading Tub, Inc. will give the product to non-profits working with families who don't have the resources to buy books. So far, the organization has received more than 300 books, including a number of bilingual picture books. "Our goal for Share a Story is to raise the funds to move forward with the Reading Guide so that we can produce it in both English and Spanish," says Doherty.

The Share a Story fundraiser will be held at Camp Holiday Trails, Charlottesville, VA, on April 2, 2008, from 10:30 AM to 1:00 PM. The event features a reading corner where guests can select books to share with their children. Volunteers will also be on hand to read with the kids so that adults can browse the products and services of the event partners, including prepared meals by Deliciously Done, Pampered Chef products, and Usborne children's books. The event also features raffles for products from Pampered Chef, Usborne Books at Home, and the Itty Bitty Bookworm.

Tickets are \$20 per family, up to four people. Deliciously Done and Pampered Chef will have samples for the adults, and there will be light, healthy snacks for the kids.

To learn more about the event, go to  
[http://www.thereadingtub.com/pdfs/read\\_it\\_together\\_flyer.pdf](http://www.thereadingtub.com/pdfs/read_it_together_flyer.pdf)

To learn more about the Read it Together! project, go to  
<http://www.thereadingtub.com/pdfs/readittogether2008.pdf>

For more information contact Terry Doherty.

#### CONTACT INFORMATION

Terry Doherty  
Executive Director  
The Reading Tub, Inc.

(434) 971-7648

Email: [terry\[at\]thereadingtub\[dot\]com](mailto:terry[at]thereadingtub[dot]com)