

For Immediate Release
June 19, 2009

**First Book
Supports Children's Literacy & Education
Donates over 1,900 Books to Spread the Word Nevada, Inc.
Benefits At-Risk Youth**

Las Vegas, Nevada – Spread the Word Nevada, Inc., a nonprofit children's literacy organization based in Henderson, is the recipient of 1,992 books from Southern Nevada's local chapter of First Book, valued at over \$30,000. These new books will be distributed among the eighteen elementary schools adopted by Kids to Kids, a flagship program of Spread the Word Nevada. These schools are deemed at-risk due to factors such as test scores, socio economic status, and English as a second language. Spread the Word Nevada's goal is to adopt two at-risk elementary schools on an annual basis.

First Book is a national nonprofit organization established to provide new books to children in need and has been a supporter of Spread the Word Nevada since 2003. Laurie Hartig, Founder and Program Director commented, "First Book is an outstanding national nonprofit organization with whom we share the vision of creating home libraries for families that would not be able to do so on their own. The local chapter of First Book works very hard to bring gorgeous, quality books to Southern Nevada, and Spread the Word Nevada is honored to be the recipient of their generosity. The receipt of books provided from First Book is vital in enabling our organization to distribute in our literacy outreach. We are so very appreciative of their belief in our programs."

"First Book-Las Vegas Valley Board's mission is to provide new books to children from low-income families throughout the Valley. Access to books is essential to reading development. There are many children in need living in the Las Vegas area with little or no access to books. By providing new books to children, which enables them to start their own home libraries, they can share the books with their siblings and families. We are delighted to partner with Spread the Word Nevada, Inc., to bring books to the children in our community. By working together, we can put new books into the hands of children in need and work towards the goal of ending illiteracy in the Las Vegas Valley," stated Donna M. Taaffe, Co-Chair, First Book - Las Vegas Valley Board.

About Spread the Word Nevada, Inc: Kids to Kids

Spread the Word Nevada, Inc., is a nonprofit, 501(c) (3) corporation, serving at-risk children by providing various literary services. Kids to Kids, a flagship program of Spread the Word Nevada, helps them create home library collections of books to read and share with family members. While developing a love of reading, these libraries promote future academic achievement and higher self-esteem, which impacts lifelong success. Breakfast with Books provides monthly breakfast and family literacy services at adopted elementary schools. Books and Buddies matches reading mentors with students, who are below grade level in reading, at designated elementary schools in the Clark County School District. Since 2001, Spread the Word Nevada has distributed over a million gently used and new books to hundreds of thousands of Nevada's youth. Contact (702) 564-7809 or visit www.SpreadtheWordNevada.org to learn more about the program details.

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