



Power a Dream with Jumpstart's Read for the Record Thursday, October 7, 2010!

About Jumpstart's Read for the Record Campaign:

Now in its fifth year, Jumpstart's Read for the Record will bring together millions of people to break the world record for the number of children read to in a single day, October 7, 2010, with a single book, *The Snowy Day* by Ezra Jack Keats. Through this exciting campaign, Jumpstart's Read for the Record will raise national awareness about America's school readiness crisis. Please join us and help make early education a national priority!



Help Children in Your Community: In Boston, over 31% of children between the ages of 3 and 5 fall below the poverty line. Most of these children do not acquire the literacy and social skills necessary to succeed in kindergarten, largely because 61% of these children do not have any age-appropriate books at home. Through Jumpstart's Read for the Record, you can help these children in several ways:

Be Counted.

Pledge to read at readfortherecord.org/pledge
You'll find everything you need to have your participation counted on October 7.




Sponsor a Dream.

Help raise funds for books, supplies and Jumpstart's proven program in Boston by donating to your local Jumpstart's Read for the Record Online Book Drive. Donate here:
www.readfortherecord.org/goto/bostonsnowballers

Take Action.

Spread the word. We read to more than 2 million children last year. We'd like to reach 2.5 million this year. Help us break the record!

 facebook.com/jumpstartkids

 @Jumpstartkids

 youtube.com/jumpstartkids

Plan an Event.

Visit the "Connect Your Community" page on readfortherecord.org for information to help you create a fun reading event for your child, playgroup, classroom or community!

For more information, please contact Jeannie Hannigan at jeannie.hannigan@jstart.org