

FOR IMMEDIATE RELEASE

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**Albuquerque Business Education Compact In Conjunction with the City of Albuquerque to Host Kickoff
the Read to Me Book Drive**

Donated Books to Help Families with Limited Resources

ALBUQUERQUE, NM – The Read to Me Book Drive kicks off its city-wide effort to collect 45,000 new and gently used children’s books.

On Thursday, February 9, 2012 at 8:40 a.m. the Albuquerque Business Education Compact (ABEC) in conjunction with the City of Albuquerque will kick off its tenth annual *Read to Me* Book Drive. The kick off event will be held at Helen Cordero Primary School, 8800 Eucariz SW, in the school library.

“The Read to Me Book Drive is a great way for the community to support the literacy development of our young people” said Robin Dozier Otten, Director of the Department of Family and Community Services, City of Albuquerque.

The citywide book drive begins February 15 and runs through March 31, 2012. The goal of the book drive is to collect 45,000 books and distribute them to children from low-income families. The *Read to Me* Book Drive, through the collection and donation of books to children, builds a foundation for developing literacy skills. Elementary school children from families with limited resources will receive books and bookmarks to take home, as well as information about the Library’s Summer Reading Program.

Read to Me Book Drive collection sites will be located throughout the greater Albuquerque area at the following locations: Barnes and Nobel, John Brooks Supermart, Applebee’s, La Montanita Natural Foods Coop Albuquerque/Bernalillo County Libraries and Page One. Nearly 50 local employers will also conduct *Read to Me* book drives among their employees and patrons.

In the nine previous years the Read to Me Book Drive has collected and placed in the hands of children nearly 242,000 books. Here is an example of just one of the ‘Thank you’ notes received last year.

Dear Read to Me,

Thank you for the books. It was good. I can't wait to read it during the summer. Also the book I chose was "Danny the Champion of the World". It is a good book, I am on page 96 and so far, it's good. Thank you for giving it to us. I give a big thank you to the people who donated those books. Sincerely, Jacob

ABEC invites everyone to help kids start reading and never stop by contributing to the *Read to Me* Book Drive. For more details and to learn how your company or organization can participate in the book drive, call Paula Delap-Padilla 848-1334.

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