

For Immediate Release:

**SCHOLASTIC AND THE SAN ANTONIO PUBLIC LIBRARY FOUNDATION  
ANNOUNCE LITERACY AND LIBRARY CARD CAMPAIGN TO GET SAN ANTONIO  
FAMILIES READING**

***“Leer da poder” (Reading Empowers) Launches at “Reading Fiesta!” January 24;  
Families Enjoy Author Readings, Local Performances, Book-Themed Costumed Characters,  
Interactive Reading Games, and More!***

January 20, 2008 (San Antonio, TX)—Every parent wants their child to succeed in life. The road to success is paved with reading, but many families lack access to important resources that will help their children acquire the basic skills needed to become lifelong readers and learners. To help San Antonio families combat a city illiteracy rate of 25%<sup>1</sup>, **Scholastic**, the global children’s publishing, education and media company, **City Councilmen Justin Rodríguez and John Clamp**, the **San Antonio Public Library**, and the **San Antonio Public Library Foundation**, are joining forces for a new literacy campaign **“Leer da poder”** (Reading Empowers). The initiative supports teachers, librarians, and families with resources to foster a love of reading in San Antonio’s children.

“*Leer da Poder*” is a multi-faceted bilingual initiative that kicks off with a **“Reading Fiesta!”** in San Antonio on January 24. A major component of the campaign to foster a community of readers in San Antonio will be the implementation of *Lee y serás*<sup>®</sup> (Read and You Will Be), a free program ([www.Leeyseras.net](http://www.Leeyseras.net)) and curriculum that supports parents in being their preschool child’s first teacher. Throughout the year, the interactive *Lee y serás* reading caravan will make regular appearances throughout San Antonio offering resources, skills reinforcement activities and games to help young children get ready for school. In addition, through “*Leer da poder*,” Scholastic Book Clubs and Scholastic Book Fairs will continue to bring resources to the community that get kids excited about books and help families build literacy-rich environments for their children in the home.

“The parent-teacher-librarian connection is critical to helping families create good literacy environments at home, in their schools and in their communities,” said Richard Robinson, Chairman, President and CEO of Scholastic. “Scholastic is proud to have the opportunity to join with the San Antonio Public Library and the community to help all the children of San Antonio become good readers and enthusiastic lifelong learners.”

“*Leer da poder*” will also incorporate the “*Be One in a Million*” campaign to register 1,000,000 residents for library cards in 2009, which is spearheaded by San Antonio City Council Representatives Justin Rodriguez and John Clamp.

“Libraries are a vital factor in our work to create a more literate San Antonio,” Councilmen Clamp and Rodriguez said in a joint statement. “When nearly one-third of high school students drop out, we are facing a crisis. One of the most important ways to counteract that loss is to encourage people to educate themselves, and libraries are at the forefront of that effort. We challenge all community leaders to step up to support this important project.”

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<sup>1</sup> City of San Antonio Department of Community Initiatives Family Resource Center ([12.5 % illiteracy + 12.5% functionally illiterate](#))

Over the next few months, San Antonio residents will be encouraged to nurture the powerful connection of home, school and community, as illustrated through the “*Leer da poder*” PSA campaign. Easily identified by three primary icons (a house, a globe, and book-shaped flowers), the campaign will be seen throughout San Antonio accompanied by special messaging, programs and products that illustrate the importance of parents, teachers, and librarians working closely together to support a child’s literacy.

“*Leer da Poder*” will kick-off on **Saturday, January 24** at the Central Library downtown (600 Soledad) with a press conference that will take place from **11:00 a.m. to 12:00 p.m.** San Antonio City Councilmen Justin Rodriguez and John Clamp, and Nelson Hitchcock, Scholastic Senior Vice President Corporate Marketing will be on-hand to cheer San Antonio on as it rises to the challenge of achieving 1,000,000 registered library cards in 2009. Area business leaders, including Frost Bank Senior Chairman Tom Frost, Valero Energy CEO William Klesse, USAA Foundation President Barbara Gentry, Greater San Antonio Chamber of Commerce President/CEO Richard Pérez, San Antonio Hispanic Chamber of Commerce President/CEO Ramiro Cavazos, and CPS Energy CEO Milton Lee are expected to attend. Following the press conference, representatives from all organizations will be available for one-on-one interviews with the media.

Starting at 12 p.m., the San Antonio Public Library Foundation and Scholastic will co-host a *free* “**Reading Fiesta!**,” a four-hour event offering exciting activities that encourage families to make reading fun.

At “**Reading Fiesta!**” families will:

- Enjoy English and Spanish presentations by author **Alexander Stadler** (Beverly Billingsly series and graphic novel *Julian Rodriguez*) **and** **Carmen Tafolla** (San Antonio native and author of *What Can You DO with a Rebozo?* and the forthcoming *What Can You DO with a Paleta?*) and book read-alouds
- Watch a performance of “Jack and the Beanstalk” by the Magik Theatre
- Take photos with favorite characters from Scholastic, *Clifford the Big Red Dog®*, *Maya & Miguel™*, and *WordGirl™*
- Register for San Antonio Public Library cards
- Board the interactive *Lee y serás* reading caravan and participate in literacy-building games and activities
- Attend a Scholastic Book Fair where kids can choose their own books for purchase
- Receive great giveaways

One hour free parking will be available with a validated parking ticket at the Central Library Parking Garage. Visit [www.sanantonio.gov/library](http://www.sanantonio.gov/library) or call 210-207-2500/ TTY 210-207-2534 for more information.

### **About Scholastic**

Scholastic Corporation (NASDAQ: SCHL) is the world’s largest publisher and distributor of children’s books and a leader in educational technology and children’s media. Scholastic creates quality educational and entertaining materials and products for use in school and at home, including children’s books, magazines, technology-based products, teacher materials, television programming, film, videos and toys. The Company distributes its products and services through

a variety of channels, including proprietary school-based book clubs and school-based book fairs, retail stores, schools, libraries, television networks and the Company's Internet Site, [www.scholastic.com](http://www.scholastic.com).

#### **About the San Antonio Public Library**

For more than 100 years, the award-winning San Antonio Public Library has been a vital center for free learning, knowledge, communication, culture and enjoyment for all San Antonians. With a world-class Central Library, branch libraries throughout the city, and outstanding online resource, the San Antonio Public Library is as close as around the corner or the nearest computer.

#### **About the San Antonio Public Library Foundation**

The San Antonio Public Library Foundation was created in 1983 to increase the awareness and the use of the Library through financial support and programmic efforts, thereby enhancing the community's appreciation and utilization of the library as a cultural and educational institution. Visit [www.saplf.org](http://www.saplf.org) for more information.

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