



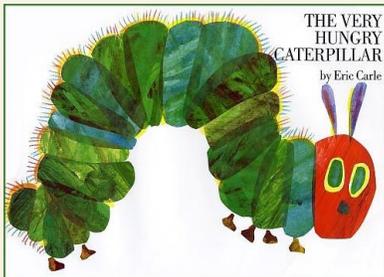
Be one in a million! Join Jumpstart's Read for the Record on **October 8, 2009**

What:

Jumpstart's Read for the Record, presented in partnership with Pearson, is a national initiative to raise awareness about the importance of early childhood education and Jumpstart's work in preschools year-round by organizing the world's largest shared reading experience. Please join us and *one million* adults and children across the United States on October 8, 2009, as together we read the limited edition campaign book, *The Very Hungry Caterpillar*, in a record-breaking celebration of reading, service, and fun.

Why:

Each year, one third of America's children arrive at their first day of school developmentally behind their peers and without the skills necessary to succeed at grade level. To help children from lower-income communities advance academically in pace with their classmates, Jumpstart recruits and trains adult mentors to work one-to-one with the children and help build their reading, language, and social skills.



How YOU can help:

- Help us reach one million readers by pledging to read with a child in your life at readfortherecord.org.
- Organize an event at a local school to read *The Very Hungry Caterpillar* on October 8.
- Sponsor a copy of *The Very Hungry Caterpillar* to be donated to a child in need or buy a copy for a child in your life.
- Create your own Very Virtual book drive and invite family and friends to donate by visiting readfortherecord.org/bookdrive.
- Watch as we read on the *Today Show* on NBC that morning, and, mark your calendars for **Jumpstart's Read for the Record 2010!**

For more information please call 212-868-2526 x13 or email janice.goldfarb@jstart.org. And visit: readfortherecord.org