

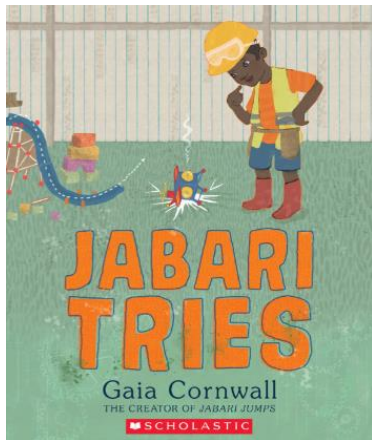


**FOR IMMEDIATE RELEASE**

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## **REACH OUT AND READ IGNITES GIVING TUESDAY INITIATIVE WITH IMPACTFUL, BIPOC-INSPIRED DONATION FOR CHILDREN**

*Children's book "Jabari Tries" provided for every \$10 donation*



Boston (Nov. 15, 2023) – This Giving Tuesday, Reach Out and Read is hoping to raise \$40,000 to give 4,000 children nationwide new books. Reach Out and Read aims to foster childhood development by encouraging parents to read aloud to their young children to promote healthy early relationships.

More than 60 percent of kids in low-income households don't have books at home, according to USA Reads. During this initiative, for every \$10 donated to Reach Out and Read for Giving Tuesday, a copy of the children's book "Jabari Tries" will be given during their pediatric well-visits to families in need. Larger donations will have an even bigger impact on children in need.

- \$10: One copy of "Jabari Tries"
- \$30: A year of Reach Out and Read for one child + three copies of "Jabari Tries"
- \$100: A lifetime of Reach Out and Read for one child + 10 copies of "Jabari Tries"
- \$500: lifetime of Reach Out and Read for five children + 50 copies of "Jabari Tries"
- \$2,500: New Reach Out and Read Site + 250 copies of "Jabari Tries"

"This book conveys a powerful message about self-confidence, courage, and the special bond between a father and son," said Marty Martinez, CEO of Reach Out and Read. "'Jabari Tries' is the perfect avenue to make a profoundly positive impact on society this Giving Tuesday."

"Jabari Tries," written by Gaia Cornwall, has earned the prestigious 2023 Judy Newman Book Award from Scholastic. It draws inspiration from Black, Indigenous, and people of color (BIPOC) engineers, inventors, and scientists while portraying an endearing father-child dynamic.

Diverse books are core to Reach Out and Read's vision of building healthy bonds through shared reading with young children. The nonprofit works to ensure all children and families see themselves reflected in the books they provide through well-child visits.

"We are committed to ensuring not only that diverse books are built into our model, but also that we do the important work to make them more available, more affordable, and more accessible," Martinez said. "Sometimes the conversation about diverse books and what they represent is best understood when we see it and feel it firsthand."

Reach Out and Read provides children from birth to five years old with a foundation for success by integrating books into pediatric care and promoting family reading. Studies demonstrate that daily read-aloud sessions enhance cognitive and emotional development and increase the connections between parent and child.

Reach Out and Read firmly believes that every child can benefit from daily reading with a caregiver. Building on three decades of success, the organization is committed to equitably expanding and deepening its impact on the children, families, and communities it serves.

As the exclusive national pediatric literacy model endorsed by the American Academy of Pediatrics, Reach Out and Read extends its reach to children in all 50 states, serving a remarkable 4.4 million children annually. Half of these children come from low-income families. As awareness of the program grows, the Reach Out and Read model has the potential to reach an astounding 90 percent of all children in the U.S. through well-child visits, starting from birth. The nonprofit currently boasts participation from over 36,000 pediatric clinicians across 6,200 clinics nationwide.

For those eager to join Reach Out and Read's Giving Tuesday initiative, please visit [bit.ly/RORGivingTuesday](http://bit.ly/RORGivingTuesday).

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**About Reach Out and Read:** Reach Out and Read is a 501(c)(3) nonprofit that empowers young children by integrating books into pediatric care and encouraging family reading. It is the sole national pediatric literacy model endorsed by the American Academy of Pediatrics, serving children in all 50 states.

**About Giving Tuesday:** Giving Tuesday is a global generosity movement that harnesses the power of radical generosity to transform communities and the world. Established in 2012, it has evolved into a worldwide movement inspiring millions of people to give, collaborate, and celebrate generosity.