



**GEORGIA**

Media Contact: National Strategies PR  
Bethany Rhodes  
[Brhodes@NSPublicRelations.com](mailto:Brhodes@NSPublicRelations.com)  
(813) 865-3093

**FOR IMMEDIATE RELEASE**

## **MEDIA ADVISORY: REACH OUT AND READ GEORGIA DAY AT THE STATE CAPITOL**

*On March 4, legislators will celebrate the nonprofit, and the pediatricians and providers who implement the program, distributing over 2.7 million books to Georgia children and families*

ATLANTA (March 1, 2024) — On Monday, March 4, the Georgia General Assembly will celebrate Reach Out and Read Georgia Day. A special resolution will be read in the House (sponsored by Rep. Matt Dubnik) and the Senate (sponsored by Sen. Billy Hickman), recognizing the nonprofit's contributions to building a strong foundation for children through reading at an early age. In addition, pediatricians and Reach Out and Read staff will be recognized in the House and Senate Galleries.

**WHAT:** Reach Out and Read Georgia Day at the State Capitol

**WHEN:** Monday, March 4

**WHERE:** Georgia State Capitol – 206 Washington St., SW

"Our commitment to advocating for the needs of children and families remains steadfast," said Amy Erickson, Executive Director of Reach Out and Read Georgia. "By collaborating with lawmakers to address societal low reading proficiency rates and to promote early literacy as a prevention intervention, we aim to prepare the youngest of learners for academic and lifelong success before they arrive in kindergarten. With support we will amplify our impact and create lasting positive change for the 177,000 children we currently serve."

Georgia legislators will receive multi-sensory books, an interactive opportunity for the lawmakers to share memories of being read to as a child. Chuck Abate, Vice President of All About Books, donated 300 total copies of *You're My Little Baby*, *Brown Bear, Brown Bear What Do You See?*, and *Polar Bear, Polar Bear What Do You Hear?* by award-winning illustrator and author Eric Carle. These titles demonstrate Reach Out and Read Georgia's commitment to sharing the magic of books with young children, from birth through age 5.

Reach Out and Read works directly with pediatric care providers to share the lifelong benefits that result from parents reading aloud with their children every day. Nurturing, language-rich interactions like shared reading build early language and literacy skills; teach curiosity, patience, and empathy; and create deep bonds between parents and their children. Reach Out and Read Georgia served 177,045 children and families and distributed 228,522 books in FY23.

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**About Reach Out and Read:** As a 501(c)3 nonprofit, Reach Out and Read provides children with a solid foundation for achievement by integrating books into pediatric care and encouraging family reading time. Endorsed by the American Academy of Pediatrics as the sole evidence-based national pediatric program centered on emotional bonding, Reach Out and Read annually serves more than 4.4 million children in every state across the U.S., delivering services through 6,200 clinics and leveraging the expertise of 36,000 clinicians. Discover more at [reachoutandread.org](https://reachoutandread.org).