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**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

## **Area Students Read 1.5 Million Pages and Raise Over \$130,000 in BookSpring's 2010 Read-A-Thon**

### ***BookSpring celebrates readers on March 6, 2010, at "Reading Frenzy"***

Area students turned over a million and a half pages during the two weeks of this year's BookSpring Read-A-Thon, raising over \$130,000 to benefit literacy programs in the Greater Austin area.

On Saturday March 6, 2010, BookSpring welcomes participants who reached their reading goals to a community celebration in the BookPeople parking lot. The McCallum Steel Drum band welcomes readers as they enjoy time with Newbery Honor Recipient Jacqueline Kelly, author of *The Evolution of Calpurnia Tate*, and Bluebonnet Nominee Marie Rutkowski, author of *The Cabinet of Wonders*.

BookSpring's Read-A-Thon is a unique event where children from 32 Austin, Eanes, and Round Rock schools read and collected pledges to benefit BookSpring's literacy efforts to help all children in our community become successful readers. All proceeds from the Read-A-Thon stay in the Greater Austin area to help fund BookSpring's early literacy programs, to include Reading Is Fundamental and Reach Out and Read, in 29 AISD schools, 13 preschools, 5 high schools, 25 medical clinics, and through the parenting programs of 6 nonprofit partners.

Participating schools from the Austin ISD included: Allison, Andrews, Baranoff, Bryker Woods, Campbell, Casis, Dawson, Doss, Gullett, Highland Park, Hill, Houston, Palm, Summitt, Winn, Widen, and Zavala Elementary Schools, and Ann Richards and O'Henry Middle Schools. Caraway Elementary School in the Round Rock ISD and St. Theresa's Catholic School joined Eanes ISD including: Barton Creek, Bridge Point, Cedar Creek, Eanes, and Valley View Elementary Schools, and Hill Country and West Ridge Middle Schools.

BookSpring's 2010 Read-A-Thon was sponsored by Howdy Honda, Houghton Mifflin Harcourt, Sylvan Learning Centers, H-E-B Tournament of Champions, McGinnis, Lochridge & Kilgore, L.L.P., Amy's Ice Cream, S-Collective, Stepping Stone Schools, and TyRex. Media sponsors included KXAN News Austin, KMIX 94.7, and Austin American Statesman. BookPeople, Chase Bank, Gatti's Pizza, and Scholastic Inc. also supported the event.

### **About BookSpring:**

BookSpring, created from the merger of Reading Is Fundamental of Austin and Capital Area Reach Out and Read in March 2008, instills children with a love of reading and promotes books as a means to success. By offering a range of programs that support early literacy, BookSpring champions the value of reading and encourages parents to read to their children from birth on, resulting in stronger families and increased life-long opportunities for every child. For more information, visit [www.bookspring.org](http://www.bookspring.org).

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