

UPDATE
SUMMER READING INITIATIVE –
“BUY A BOOK FOR A KID”
West Michigan Reads

- WHAT:** Community-wide awareness and fundraising drive to educate parents on the importance of reading to their children and to get age-appropriate books to the parents of preschool children. If additional funds are available, books will also be purchased and distributed to students K-3.
- WHO:** KentISD, AlleganCISD, OttawaAISC, MontcalmAISD, MuskegonCISD & other neighboring school districts, Superintendents Association Literacy and Early Childhood committees, WOOD-TV, Grand Rapids Press Foundation, Huntington Bank, Lake Michigan Credit Union, IMAX Theaters, retailers, & other businesses, libraries and community partners.
- WHEN:** Kick off in May, 2003 and continuing through the summer.
- HOW:**
- **MAY - Create and give to EES children and K-3 students in the districts a “Guidebook for Reading”.** This guidebook will include: reproduction of book, reading tips for parents, and facts and stats about literacy and preparing children for reading and school success. This guidebook will be delivered to the ISDs and distributed to their local districts in late May.
 - **SUMMER - Create a multi-faceted campaign including “buy a child a book”** to allow donors to purchase bookmarks at their local financial and retail partners, schools, libraries, etc. Proceeds will be used to purchase books to be distributed to children in the local districts in the fall (September).
 - **INCLUDED - working with MARANDA / WOOD-TV and their partners** to promote the program and also secure more free books from Disney/Scholastic/etc. This will include news coverage, TV promotions, and creating PSAs (public service announcements) with Governor Granholm, and other WOOD-TV personalities. This includes, WOOD-TV working with all the county libraries, MARANDA’s Summer Reading Program and Parties in the Parks to promote reading and help parents understand the importance of appropriate books for children.
- WHY:** To focus on the importance of literacy and early childhood school readiness. Primary focus will be on the *Guidebook to Reading* and also getting books for parents to read to preschoolers, through the ISD’s EES/PAT/Early On/Even Start/ Bright Beginnings programs ...

demonstrating the ISD's commitment to the Governor's challenge to make early childhood education a priority.

ELIGIBILITY FOR BOOKS: Books will be distributed to all parents participating in the ISD's EES/PAT/Early On & PPI special education students/Even Start/ Bright Beginnings programs, WFC Families not served by EES programs, and all students in the local district grades K-3 ... assuming the fundraising/free books endeavor generates enough to do so.