



P R E S S R E L E A S E

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SHASTA COUNTY YOUNG CHILDREN TO HELP SET NEW WORLD RECORD ON OCTOBER 7

REDDING-----Young children at 45 early care and education locations across Shasta County will join the October 7th *Read for the Record*, aiming to help set a new world record for the largest shared reading experience on a single day. The record to break is 2 million children and adults participating in 2009. *Read for the Record* is an annual campaign conducted by Jumpstart to bring children and adults together to read the same book, on the same day, in homes and communities all over the world. Read for the Record helps raise awareness about the importance of early literacy, its connection to success in school, and the benefit of providing books to children from vulnerable families. This year, “The Snowy Day” by Ezra Jack Keats will be read to Shasta County toddlers and preschoolers as they join children around the world in setting a new world record!

First 5 Shasta is supporting local participation in this year’s campaign, providing the selected book and materials to programs for young children and early childhood classrooms that have pledged to read. Local participation helps spread the word that reading and engaging with a child before he/she even enters kindergarten can improve his/her chances of graduating from high school by as much as 30%.

The October 7th day-long campaign will be kicked off on NBC’s TODAY show and continue with reading events such as the story times being offered by the following Shasta County providers:

29 Shasta County Office of Education toddler and preschool classrooms – Castle Rock Preschool – Bright Futures Playgroups in Shingletown and Montgomery Creek – Happy Valley Children’s Center – Manzanita Pre-K – Meadow Lane Preschool – Bella Vista Preschool – Montessori Children’s House at Shady Oaks – Redding Cooperative Preschool – School Readiness Programs at Rother, Juniper, and Cypress Schools – Shasta College Early Care and Education Center – Redding Recreation – Shasta Family YMCA Child Watch

For the first time, participants can also help set the new world record online, for free, at wegivebooks.org. Each time someone reads “The Snowy Day” at [wegivebooks](http://wegivebooks.org), a new children’s book will be donated to a pre-school classroom served by Jumpstart. Jumpstart’s mission is to ensure all children in America enter school prepared to succeed.

First 5 Shasta, the Shasta Children and Families First Commission, was established after voters passed Proposition 10 in November 1998, adding a 50 cent-per-pack tax on cigarettes to fund education, health, child care and other programs promoting early childhood development for expectant parents and children up to age five. To date, First 5 Shasta has invested \$15 million in local projects and programs that benefit young children and families.