

PRESS RELEASE



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Hillsborough to Help Set Reading Record

Tampa, FL (October 4, 2017) – *Quackers* is the word for the day on October 19, 2017 all across Hillsborough County. The Early Learning Coalition of Hillsborough County (ELCHC) is spearheading a local Read for the Record® event which will impact over 11,584 children in Hillsborough County.

Read for the Record® is the world's largest shared reading experience – bringing together millions each year in classrooms, libraries, community centers and homes to read the same book on the same day. The event highlights the importance of building early literacy and language skills for EVERY child, so that all children have the opportunity to enter kindergarten prepared to succeed which is what the ELCHC is all about.

The Coalition is working with all of its 800+ VPK classrooms to read this year's campaign book *Quackers* by Liz Wong on Thursday, October 19, 2017 at 10 am. The effort will engage all of ELCHC's VPK teachers, a host of volunteers and some special volunteer readers like Miss Florida, Sara Zeng. Ms. Zeng will be joined by 'local celebrity readers' like Bob Conigliaro of Caspers Company McDonald's Restaurants to read to children in VPK classrooms throughout Hillsborough County!

"It is an important thing for Hillsborough County, especially its business leaders, to place great emphasis on and invest in early literacy," said ELCHC's CEO Dr. Steve Knobl. "The early years are THE most important time to establish the foundation for learning that will lead to success in college and ultimately the workplace," said Knobl.

The Coalition invites everyone to stop by its Administrative Office at 6800 N. Dale Mabry Hwy., Suite 150, Tampa 33614, where Miss Florida, Sara Zeng, will be reading *Quackers* to children in the ELCHC's newly opened Community Book Garden which was established via grant dollars from the Lightning Community Hero's program. Miss Florida is able to attend thanks to CITGO Petroleum Corporation and their Fueling Education program, which helps foster educational opportunities to thousands of children across the nation. Every child in attendance at this location, will receive a free book to take home!

To learn how you can participate in this Read for the Record® event, contact jgordon@elchc.org/ (813) 906-5043.

To learn more about The Early Learning Coalition of Hillsborough County, go to www.elchc.org and for details on our Read for the Record® event, click on Families.

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