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NEWS RELEASE

Miss Teen USA 2010 Shares Her Love of Reading with Kids on Valentine's Day

Reach Out and Read Partners with Miss Teen USA to Promote School Readiness Among Low-Income Children

New York, NY (February 14, 2011) Miss Teen USA 2010, Kamie Crawford, celebrated Valentine's Day by reading "Chicka Chicka, Boom Boom!" and other books to children at the William F. Ryan Community Health Network Women and Children's Center in Manhattan. Her visit is part of a partnership with Reach Out and Read of Greater New York, in an effort to promote childhood literacy.

"I am so excited to be participating in my third appearance with Reach Out and Read," Miss Crawford said. "The program has been incredibly successful in improving childhood literacy and getting families to read together. I'm happy to be a part of this important movement."

Children participating in the event enjoyed a lively reading from the young beauty queen, and had an opportunity to try on the Miss Teen USA sash.

"As health care providers, we know how important literacy is for child development," said Dr. Jessica Sessions, Director of Pediatrics/Associate Medical Director. "Having Ms. Crawford share the joy of reading with our young patients is such a great opportunity for them to see that someone who they look up to loves reading too!"

Through the school-readiness initiative, Reach Out and Read, doctors and other health care providers distribute books to children 6 months through 5 years old and encourage families to read together. Three of the William F. Ryan Community Health Network's health centers participate in Reach Out and Read, distributing around 1,600 books to over 1,200 children, last year.



Miss Teen USA 2010, Kamie Crawford, with children at the William F. Ryan Women and Children's Center in Manhattan

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Reach Out and Read of Greater New York distributes books to over a quarter of a million children annually at 180 Reach Out and Read clinical locations throughout New York City, Westchester, Putnam, Rockland, Dutchess, Orange, Sullivan and Ulster Counties. For more information, visit our website: www.reachoutandreadnyc.org.

Reach Out and Read is an evidence-based, national nonprofit organization that prepares America's youngest children to succeed in school by partnering with doctors to prescribe books and encourage families to read together. Reach Out and Read currently serves one-third of the most impoverished children in the U.S. The Reach Out and Read model is endorsed by the American Academy of Pediatrics, and the program has one of the strongest records of research support of any primary care intervention. This year, Reach Out and Read's 27,000 volunteer doctors and nurse practitioners will provide 6.4 million new books to 3.9 million children at 4,654 healthcare locations in all 50 states. For further information, please visit Reach Out and Read's website at www.reachoutandread.org.

Miss Teen USA

The Miss Universe Organization, producers of the MISS UNIVERSE®, MISS USA® and MISS TEEN USA® pageants, is a Donald J. Trump and NBC Universal joint venture. Miss Teen USA spends her year building relationships with organizations devoted to education and action, such as Best Buddies, D.A.R.E., Girl Talk, Sparrow Clubs, Project Sunshine and the Same Sky Trade Initiative. For more information, visit: www.missteenusa.com.

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