



Contact:

Traci Lester, Executive Director

Reach Out and Read of Greater New York

Phone: (646) 237-0103

Cell: (917) 825-8964

E-mail: tlester@reachoutandreadnyc.org

Assemblymembers Visit Brooklyn Hospitals to Encourage Families to Read Together

Assemblymembers Colton and Brook-Krasny Read Aloud to Children at Coney Island Hospital

***Assemblywoman Joan Millman Reads Aloud to Children at
Long Island College Hospital of Brooklyn***

FOR IMMEDIATE RELEASE – (Brooklyn, NY) July 29, 2010 – Elected officials joined Brooklyn doctors to send families home from checkups with free books and a very important prescription – “read aloud to your children.” This week, three state Assemblymembers visited Reach Out and Read programs in Brooklyn hospitals to read aloud to children and encourage families to read together at home. On Monday, July 26th, **Assemblyman William Colton** of the 47th Assembly District and **Assemblyman Alec Brook-Krasny** of the 46th Assembly District paid a visit to **Coney Island Hospital**. **Assemblywoman Joan Millman** of the 52nd Assembly District visited **Long Island College Hospital of Brooklyn** on Tuesday, July 27th.

In addition to reading to children in the pediatric waiting rooms, the legislators toured the hospital facilities to see firsthand how Reach Out and Read fosters a love of reading in Brooklyn children. “Today, I was honored to team up with Reach Out and Read of Greater New York to help promote early childhood literacy at Long Island College Hospital’s Pediatric Ambulatory Clinic,” said Assemblywoman Millman. “As a former teacher and librarian, it is always a treat to share my love of reading with children.”

Assemblyman Colton, who is also a former educator, said, “As a teacher I know the full value of the basic tool we all use – Reading. That is why I am so happy to be a part of this great program, Reach Out and Read of Greater New York”

Assemblyman Brook-Krasny agreed: “Literacy is so important and is the first step to ensuring a strong educational background for today’s youth. Reach Out and Read is doing an outstanding job of bringing this front and center, teaching children of reading’s importance and making it fun and enjoyable.”

More than half (52%) of American parents do not read to their children everyday. Reach Out and Read of Greater New York works with doctors and other medical providers across the region to encourage parents to read to their young children daily. Studies show that that parents who get books and literacy counseling from their doctors are more likely to read to their young children, read to them more often, and provide more books in the home. Low-income children exposed to the program have shown improvements in language development, a critical component of school readiness.

Dr. Margarita Aronov, a pediatrician at Long Island College Hospital of Brooklyn, elaborated: “when a 3-year-old patient can’t wait to tell me all about Curious George’s antics and then asks me for another book, I know that we’re on to something. Pairing up early literacy with our underserved patients is brilliant. All of the statistics show us that early reading

www.reachoutandreadnyc.org

leads to brighter, more inquisitive minds. It's a crucial step towards raising healthier children. This program helps deliver a brighter generation."

"The most important thing that parents can do to ensure the future success and health of their children is to read to them everyday," said Dr. Warren Seigel, Chair of the Coney Island Hospital Department of Pediatrics.

About Reach Out and Read of Greater New York

Reach Out and Read of Greater New York is responsible for developing and sustaining Reach Out and Read programs throughout New York City, Long Island, and seven counties north of the city: Westchester, Dutchess, Orange, Putnam, Rockland, Sullivan, Ulster. Across the region, 177 Reach Out and Read program sites serve over a quarter of a million infants, toddlers and preschoolers each year and distribute over 390,000 books. For more information about Reach Out and Read of Greater New York visit our website at www.reachoutandreadnyc.org.

About Reach Out and Read

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 26,500 volunteer doctors and nurse practitioners will provide 6.2 million new books to 3.9 million children at 4,535 healthcare locations in all 50 states. For further information, please visit Reach Out and Read's website at www.reachoutandread.org.

Additional Contacts:

Carmine Santa Maria, Public Relations Director

Office of Assemblyman William Colton

47th Assembly District Office

Phone: (718) 975-0307

Cell: (718) 490-0109

E-mail: diegovega@aol.com

Kate Cucco, Chief of Staff

Office of Assemblyman Alec Brook-Krasny

46th Assembly District Office

Phone: (718) 266-0267

Cell: (440) 315-5928

E-mail: kate.cucco@gmail.com

Michael Czaczkes, Community Liaison

Office of Assemblywoman Joan Millman

52nd Assembly District Office

Phone: (718) 246-4889

Cell: (860) 803-7739

Email: czaczkesm@assembly.state.ny.us

James N. Saunders, Esq, Associate Executive Director

Coney Island Hospital

Phone: (718) 616-4125

Cell: (646) 235-1670

E-mail: james.saunders@nychhc.org

Zipporah Dvash

Asst. VP of Public Affairs & Development

Long Island College Hospital of Brooklyn

339 Hicks St.

Brooklyn, NY 11201

phone: (718) 780-1234

mobile: (917) 531-2789

zdvdash@chpnet.org

www.reachoutandreadnyc.org



Photo courtesy of: Reach Out and Read of Greater New York
Hi Res JPEG available via email. Contact: Asari Beale at abeale@reachoutandreadnyc.org

www.reachoutandreadnyc.org