

**FOR IMMEDIATE RELEASE**

PRESS RELEASE  
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**Children's Book Publisher and Authors Honored at Charity Benefit**

*Amy Robach of the TODAY Show Introduced Honorees  
Publisher Megan Tingley and Actors/Authors Kim Wayans and Kevin Knotts*

New York, NY (April 19) - **Reach Out and Read of Greater New York** (ROR GNY) celebrated its 11th Anniversary at the Tribeca Rooftop on April 19th with over 250 guests in attendance. **Amy Robach**, the Saturday Co-Anchor of TODAY Weekend Edition and Correspondent for NBC Nightly News, emceed the event which featured leaders from the worlds of television, publishing, and the health care industry who came together to support children's literacy.

The theme of the event was "Celebrate the Communities of Reach Out and Read," and the night included a silent, live and online auction with all proceeds benefiting children in the New York City region served by Reach Out and Read. Literacy Champion Awardees included **Megan Tingley**, Senior Vice President and Publisher of Little, Brown Books for Young Readers, along with **Kim Wayans & Kevin Knotts**, Actors and Authors of the Award-Winning Kid's Book Series "Amy Hodgepodge." **Keith Dawkins**, General Manager, Nicktoons Network and Senior Vice President, Programming Partnerships, Nickelodeon, was Event Chair and **Jack E. Pace III, Esq.**, Partner, White & Case, LLP, was the Benefit Committee Chair. **Susan Kaufman**, Editor of Time Inc.'s People Style Watch spearheaded the auction activities.

This year's Annual Benefit also recognized Reach Out and Read programs in hospitals and health centers from diverse parts of the region and emphasized the importance of Reach Out and Read to the City's many distinct communities. Honorees included: Beacon Christian Community Health Center, Bedford-Stuyvesant Family Health Center, Brownsville Multi-Service Family Health Center, Elmhurst Hospital, Lutheran HealthCare, The Mount Sinai Medical Center, New York-Presbyterian, Queens Hospital Center, The William F. Ryan Community Health Network, Sound Shore Medical Center, St. Barnabas Hospital, and Stony Brook University Medical Center. Reach Out and Read has a strong presence in all five boroughs of New York City, as well as the surrounding counties.

ROR GNY serves more than a quarter million children in hospitals and health centers throughout the greater New York City region. ROR GNY's Executive Director Traci Lester, credits the program's success to the dedication of the "champion" physicians who work directly with families: "We know that parents trust their pediatricians and the advice they give. Many parents are surprised to learn that reading to a child, even as young as 6 months old, can help that child develop important language skills. Our doctors reinforce the critical role parents play in preparing their children to learn."

In 2009, ROR GNY distributed 425,000 books to children at 181 ROR clinical locations throughout New York City, Westchester, Putnam, Rockland, Dutchess, Orange, Sullivan and Ulster Counties. Website: [www.reachoutandreadnyc.org](http://www.reachoutandreadnyc.org).

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ROR GNY is affiliated with **Reach Out and Read**, which prepares America's youngest children to succeed in school by partnering with doctors to prescribe books and encourage families to read together.

Doctors, nurse practitioners, and other medical professionals incorporate Reach Out and Read's evidence-based model into regular pediatric checkups, by advising parents about the importance of reading aloud and giving developmentally-appropriate books to children. The program begins at the 6-month checkup and continues through age 5, with a special emphasis on children growing up in low-income communities. Families served by Reach Out and Read read together more often, and their children enter kindergarten with larger vocabularies and stronger language skills, better prepared to achieve their potential. Reach Out and Read serves 3.9 million children nationwide. For more information, visit [www.reachoutandread.org](http://www.reachoutandread.org).