



Reach Out and Read Gains the Support of The Estée Lauder Companies' Employees to Promote Early Literacy

-- Nationwide Book Drive June 15th to June 29th--

(New York, NY) July 5, 2011 – The Estée Lauder Companies' (ELC) employees across the U.S. and worldwide are helping children prepare for school success by supporting the early literacy organization Reach Out and Read to provide books for kids in need and spread the word about the importance of reading aloud to young children.

From June 15th to June 29th, ELC employees worldwide donated approximately 1,400 books to Reach Out and Read Programs. ELC is the first corporate supporter of Reach Out and Read to conduct an online internal book drive among employees. Over the past four years, the Company has supported Reach Out and Read's efforts to collect thousands of books for distribution to Reach Out and Read Programs across the United States.

"The Estée Lauder Companies is proud to partner with Reach Out and Read for its fourth year. Reach Out and Read is making a significant difference in the lives of children. Reading a book is one of the greatest pleasures in life and takes you on interesting journeys to new places," said Deborah Krulewitch, Senior Vice President, Corporate Administration for The Estée Lauder Companies.

Dr. Leora Mogilner, Assistant Professor of Pediatrics at the Mount Sinai School of Medicine and Reach Out and Read of Greater New York Medical Director, praised the support of The Estée Lauder Companies, saying, "The Estée Lauder Companies' commitment to literacy will get books into the hands of children who might not otherwise have a book of their own, and help them develop a love of reading and learning."

Keith Dawkins, Senior Vice President and General Manager of Nicktoons and TeenNick and ROR of Greater New York Board Member, said "Reach Out and Read is a dynamic program that impacts thousands of children and families. As the father of two sons, I can't imagine going a day without reading to them."

About Reach Out and Read

Reach Out and Read 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 trains medical providers to advise parents about the importance of reading aloud and to give books to children at checkups from 6 months through 5 years, with a special emphasis on children growing up in poverty. Endorsed by the American Academy of Pediatrics, Reach Out and Read has one of the strongest records of research support of any primary care intervention. Peer-reviewed studies indicate that parents who get books and literacy counseling from their doctors and nurses 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.

Reach Out and Read of Greater New York is affiliated with the national Reach Out and Read program, and serves children and families in the five boroughs of New York City, Long Island, and seven counties north of the City: Westchester, Rockland, Putnam, Orange, Dutchess, Ulster, and Sullivan. First incorporated in 1999, the organization celebrates its 12th anniversary this year. Across the Greater New York region, 180 Reach Out and Read Program Sites serve over 282,000 infants, toddlers and preschoolers each year and distribute more than 435,000 books. For more information about Reach Out and Read of Greater New York visit: www.reachoutandreadnyc.org.

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