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## Press Release

FOR IMMEDIATE RELEASE: May 18, 2011

### NBC's Hoda Kotb Joins Miss Teen USA to Honor James Patterson in Support of Reach Out and Read of Greater New York

(New York, NY) NBC's Hoda Kotb presided as Mistress of Ceremonies at the Reach Out and Read of Greater New York benefit auction, which brought together the worlds of journalism, fashion, literature and medicine in support of early childhood literacy.

The guest list included Miss Teen USA Kamie Crawford, ESPN Radio personality and comedian Robin Lundberg and People StyleWatch Editor Susan Kaufman, who spearheaded planning for the gala event. Literacy Champion awards were presented to bestselling author James Patterson and Parenting magazine's Mom Congress on Education and Learning, for their contributions to children's literacy.

Among the highlights of the evening was Hoda Kotb rocking at the microphone with her iPod to "Come and Get Your Love." Hoda lifted the spirit of the room and put guests in the mood to bid on an array of live and silent auction items. Robin Lundberg followed and worked the crowd as the evening's auctioneer. The highest ticket item was the chance to name a character in a future James Patterson novel, which went to for \$15,000.

Also in attendance were pediatricians from the many health centers and hospitals in the region who give books to children as part of the Reach Out and Read early literacy program. They came out to support the organization which helps them provide free books and early literacy guidance to children 6 months through 5 years old in low-income and underserved communities. In total, over 200 guests participated in the event, which helped raise close to \$200,000 for Reach Out and Read of Greater New York.



Traci Lester, Reach Out and Read of Greater New York Executive Director; Susan Kaufman, People StyleWatch Editor; Hoda Kotb of the Fourth Hour of NBC's Today Show



Kamie Crawford, Miss Teen USA



ESPN's Robin Lundberg



Hoda Kotb playing tunes for guests

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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](http://www.reachoutandreadnyc.org).

Reach Out and Read was recently featured in the New York Times article, "[Rx Read to Your Baby](#)"

**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](http://www.reachoutandread.org).

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