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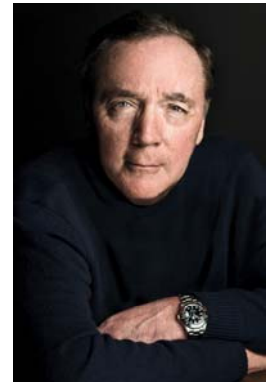
## MEDIA ALERT

Event Date: Monday, May 16, 2011

### **Cocktail Reception Honors James Patterson in Support of Reach Out and Read of Greater New York**

#### WHO & WHAT:

James Patterson, Children's Choice Book Award's Author of the Year, will be presented with a Literacy Champion award at "Reading for the Future," a cocktail reception and auction to benefit Reach Out and Read of Greater New York on Monday, May 16, 2011. Greg Schumann of the Parenting Group will be honored for the work of Parenting magazine's Mom Congress on Education and Learning. NBC's Hoda Kotb will preside as Mistress of Ceremonies, and Kamie Crawford, Miss Teen USA, will attend as a special guest. Highlights of the auction include signed prints from children's book illustrators, designer jewelry and accessories, and exclusive celebrity experiences.



Join us and meet the author. For more information or to purchase tickets, go to: <http://www.reachoutandreadnyc.org/events/register.htm>

#### WHY:

All proceeds from the event will benefit Reach Out and Read of Greater New York. Reach Out and Read partners with doctors to provide free, new books to New York's neediest children and literacy guidance to their parents. Children who participate in Reach Out and Read have stronger vocabularies and language skills, and start school ready to learn to read. Reach Out and Read distributes books to over a quarter of a million children in the Greater New York region.

#### WHERE:

At Bridgewater, 11 Fulton Street, South Street Seaport, New York City

#### WHEN:

Monday, May 16, 2011

6:00 PM - VIP Ticket Holder Cocktail Reception with Honorees

6:30 PM - Cocktails, Auction and Awards

Press Welcome – Contact Asari Beale (646) 237-0103,  
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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** 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).