

For Immediate Release

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10TH BIRTHDAY FOR GET CAUGHT READING

Publishers Team Up with NBA, Reach Out and Read to Mark GCR's First Decade

Wednesday, April 1, 2009—To mark the 10th Birthday of Get Caught Reading in May 2009, the Association of American Publishers is teaming up with the National Basketball Association and Reach Out and Read to carry the campaign—which celebrates the pleasures of leisure-time reading—to a new level. This year, the groups plan to distribute thousands of posters featuring NBA and WNBA stars “caught reading” their favorite books, at select NBA events and through Reach Out and Read pediatric centers in 50 states.

Working through the NBA/WNBA community outreach programs NBA Cares and WNBA Cares, the posters will also be displayed and distributed at NBA Cares/WNBA Cares Reading & Learning Centers, which provide children an opportunity to access educational and technological resources, at NBA team “Read to Achieve” events and activities taking place throughout the season, and at community events during WNBA Cares Week in May.

The posters will also be distributed through Reach Out and Read pediatric hospitals and community clinics throughout the country. Reach Out and Read works closely with doctors to stress the importance of reading during well-child visits. After visiting with one of the tens of thousands of ROR partnering physicians, each child will receive a book from ROR along with a glossy Get Caught Reading poster from AAP. More than 5.7 million books are distributed each year to more than 3.5 million children through Reach Out and Read.

WNBA and NBA stars featured during Get Caught Reading’s 10th Birthday year include: Jerryd Bayless (Portland Trail Blazers); Greg Oden (Portland Trailblazers); Joe Alexander (Milwaukee Bucks); Derrick Rose (Chicago Bulls); Candice Wiggins (Minnesota Lynx); Lindsay Whalen (Connecticut Sun); Taj McWilliams-Franklin (Detroit Shock); and Roy Hibbert (Indiana Pacers).

In addition to NBA and WNBA stars, Get Caught Reading’s public awareness campaign has featured many pop culture figures with a special resonance for young people, including LL Cool J, Alicia Keys, Dylan and Cole Sprouse, Dora The Explorer and Dr. Seuss’s Horton Hears a Who, and sports icons including tennis star Nicole Pietrangeli and New York Yankees outfielder Johnny Damon. For a full listing of posters currently available free of charge visit www.getcaughtreading.org. The NBA/WNBA posters will be available this year.

“AAP is truly fortunate in having two amazing partners—the NBA and Reach Out and Read—to mark Get Caught Reading’s tenth anniversary,” AAP President and CEO Pat Schroeder said. “Every study being released about children and reading points to the same conclusion: a love of reading is the single most reliable predictor of academic success and too many of our kids are not

being motivated or given opportunities to cultivate this love. The Get Caught Reading campaign tries to help with motivation by example, and Reach Out and Read and NBA Cares are doing heroic work to provide opportunities, but we all need to do more.

About Get Caught Reading

Get Caught Reading is a nationwide campaign to remind people of all ages how much fun it is to read. May is Get Caught Reading month, but the campaign is promoted throughout the year. Launched in 1999, Get Caught Reading is supported by the Association of American Publishers (AAP).

About NBA Cares

NBA Cares is the league's social responsibility initiative that builds on the NBA's long tradition of addressing important social issues in the United States and around the world. Through this umbrella program, the NBA, its teams and players have donated more than \$97 million to charity, provided more than 800,000 hours of hands-on service to communities around the world, and created more than 350 places where kids and families can live, learn or play. NBA Cares works with internationally recognized youth-serving programs that support education, youth and family development, and health-related causes, including: KaBOOM!, Special Olympics, Boys and Girls Clubs of America, UNICEF, the Make-A-Wish Foundation, and the Global Business Coalition on HIV/AIDS, Malaria and Tuberculosis.

About Reach Out and Read

Reach Out and Read (ROR) is a national nonprofit organization that promotes early literacy by giving new books to children and advice to parents about the importance of reading aloud in pediatric exam rooms across the nation. ROR makes literacy promotion a standard part of pediatric care so that children grow up with books and a love of reading. ROR trains doctors and nurses to advise parents about the importance of reading aloud and to give books to children at pediatric checkups from 6 months to 5 years of age. A special focus is placed on children growing up in poverty. ROR is celebrating its 20th Anniversary in 2009.

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