

August 27, 2010

## **Reach Out and Read Arkansas receives "Minnie" Grant from Radio Disney 99.5 FM.**

The purpose of the "MINNIE" Grant program is to help support Disney VolunTEARS events. A maximum of **one "MINNIE" Grant per region is allowed per fiscal year** and only Disney owned businesses can apply for project funding. THIS fiscal year, Radio Disney Little Rock has received the \$5,000.00 "Minnie" Grant for a wonderful Non-Profit Organization named "Reach Out and Read Arkansas" or ROR. Reach Out and Read Arkansas is a non-profit organization dedicated to increasing awareness of the importance of early literacy intervention and the critical role it plays in a child's development.

They train doctors and nurses to advise parents about the importance of reading aloud and to give books to children at pediatric check-ups from six months to five years of age, with a special focus on children growing up in poverty.

ROR strives to make sure that every primary care physician and nurse that serves children and families knows about, and eventually becomes a participant in the Reach Out and Read program in Arkansas.

The Grant Money will be used for Books and Collection Bins. The \$5000.00 grant will be presented to Kathy Vining DeLone, Executive Director of Reach out and Read Arkansas, at The Little Rock Zoo on September 18, 2010 between 10am-Noon. The Following week in September is Family Literacy Week. Collection Bins will be set up at The Little Rock Zoo on that day to collect books.

Radio Disney is the #1, 24-hour radio network devoted to kids, tweens and families. Kids help pick the music that is played and are encouraged to interact via a toll-free phone line to the Radio Disney studio. The network's current playlist, driven by listener requests and representing major record labels, includes recording artists Miley Cyrus, Jonas Brothers, Taylor Swift, Demi Lovato, Justin Bieber, Selena Gomez and Mitchel Musso. The network is available on over 40 terrestrial radio stations and is also available via RadioDisney.com, Sirius and XM satellite radio, iTunes Radio Tuner, mobile phones and on the Radio Disney iPhone App.

**Lauren Eddins** | Promotions Manager  
501-663-3300 office | 501-663-3723 fax  
415 North McKinley, STE 610 | Little Rock, AR 72205 | [www.radiodisney.com](http://www.radiodisney.com)