



MEDIA ADVISORY—MEDIA ADVISORY—MEDIA ADVISORY

“First 5 Read Early-Read Aloud Campaign Launch at Barnes & Noble” Storytime with Santa Barbara Fire Captain Robert Mercado

- WHAT:** First 5 Santa Barbara County, Read Early-Read Aloud Early Literacy Campaign in partnership with Barnes & Noble Booksellers and libraries county-wide
- WHEN:** November 19th, 9:30 a.m. Kick-Off Preschool Storytime with Fire Cpt. Robert Mercado
- WHERE:** **Barnes & Noble, Paseo Nuevo, Santa Barbara**
- WHO:** **Robert Mercado**, Santa Barbara Fire Captain
Pat Wheatley, Executive Director, First 5 Santa Barbara County
Oscar Flores, Santa Barbara Public Library
Preschoolers, teachers and parents

MEDIA CONTACTS:

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BACKGROUND:

November is Early Literacy Month and First 5 Santa Barbara County is celebrating with a Read Early—Read Aloud Campaign. Reading aloud to children in their first years of life helps them develop a love for reading and a readiness to learn to read. First 5 is partnering with Barnes and Noble during the month of November to collect books for local children and to raise money to buy books. A portion of book sales from November 19th – 22nd will go to purchase books for children ages birth through 5—when First 5 is mentioned. During the month of November, the store is promoting the First 5 Wish List of books that can be purchased and donated to local children. Events will also include a book signing with Christina E. Schmidt Wood, author of *Baby Bistro & Toddler Bistro* and music with Spencer the Gardener. First 5 Santa Barbara County’s Read Early-Read Aloud early literacy campaign is co-sponsored this year by sbparent.com, an online guide for family resources.

The Book Fair will continue with additional events on the following dates at Barnes and Nobles:

- **November 20, 21, 22, 1:00 p.m.**—daily storytime
- **November 22, 2:00 p.m.**—book signing with Christina E. Schmidt Wood, author of *Baby Bistro & Toddler Bistro*.
- **November 22, 3:00 p.m.**—Spencer the Gardener will play songs from his new family CD, Organic Gangster.

For more information on the Read Early-Read Aloud Campaign in November contact Katie Corda at First 5 Santa Barbara County at (805)560-1039 or kcorda@countyofsb.org.

About First 5 Santa Barbara County

First 5 Santa Barbara County Children and Families Commission is funded by Prop 10 and works in partnership with individuals and organizations throughout the county, to support the health, early learning and well-being of children pre-natal to age 5 and their families. Visit www.first5santabarbaracounty.org or call (805) 884-8085.