



NEWS

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MEDIA ALERT

CAP to help Jumpstart set new world record with 5th annual Read for the Record

WHO: Community Action Project of Tulsa County (CAP) and Jumpstart, one of the nation's leading nonprofit organizations in the field of early childhood education that is dedicated to ensuring that every child in America enters school prepared to succeed.

WHERE: Eugene Field Early Childhood Education Center, 1120 W. 22nd St South (behind Eugene Field Elementary near 23rd and Southwest Blvd.) Guest readers at this location will be Tulsa City Councilor Rick Westcott; Mark Graham, CEO of the Tulsa Area United Way; Eric Newendorp, Vice President of Marketing for Tulsa Shock.

WHEN: Thursday, Oct. 7, 10 a.m. It will last approximately 30 minutes.

WHAT: Jumpstart's "Read for the Record" is an international campaign to bring preschool children together with valued grownups in their lives to read the same book, on the same day, in communities all over the world. In 2009, more than 2 million children and adults set the current world record by taking part in one-day local events across the country. This year, CAP and other record-breakers will read *The Snowy Day* by Ezra Jack Keats on Oct. 7, 2010. The day-long campaign will be kicked off nationally on NBC's TODAY show and will be followed by large and small reading events organized by individuals, schools, libraries, government organizations and local businesses nationwide. The goal for 2010 is to read to 2.5 million children world-wide.

Guest readers for CAP's event have been recruited from companies and organizations including Tulsa Area United Way, Tulsa Shock, George Kaiser Family Foundation, OSU Center for Health Sciences, Tulsa Opera, Blue Cross Blue Shield of Oklahoma, OU-Tulsa, Hillcrest, Tulsa 66ers, Tulsa Technology Center, Saxum PR, ONEOK, Sand Springs Public Schools, Tulsa City-County Library and more.

For more information about Jumpstart and "Read for the Record", visit:

<http://www.readfortherecord.org>

EDITOR'S NOTE: *If interested in interviewing a guest reader or getting visuals of "Read for the Record," please contact Linda Brock, Communications Specialist, at lbrock@captc.org or 858-0990.*

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