



Our Children • Our Future • Our Business

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PRESS RELEASE

FOR IMMEDIATE RELEASE:
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72 SETS OF CHILDREN'S BOOKS PLACED IN WAITING AREAS

First 5 Shasta Encourages Reading While You Wait

REDDING-----First 5 Shasta is encouraging parents and caregivers to spend time in waiting areas engaged in one of the most ideal activities for young children: reading! Visiting the doctor, dentist, or other businesses may become a challenge when young children naturally become restless. So that children's books are available to read while you wait, First 5 Shasta has given a set of 14 books to different Shasta County medical and dental providers, businesses, schools, community centers, and agencies for placement in 72 waiting areas. Books were requested through the First 5 Shasta Books for Young Children Mini-Grant. By placing children's books in public locations, First 5 Shasta is creating more opportunities for reading with children and supporting the development of literacy skills that help prepare children to become proficient readers.

Reading 20 minutes a day is recommended to help develop a child's early literacy skills. Reading can be part of a bedtime routine or, now, part of the time spent in waiting areas. According to the Annie E. Casey Foundation's *Early Warning Kids Count Special Report* (2010), "The ability to read is central to a child's success in school, life-long learning potential, and the ability to contribute to the nation's economy and its security." Building early literacy skills by regularly reading with children helps them learn to read and continue reading to learn. Reading is an essential skill that contributes to the success of students as well as productive adults. It is also a smart way to have fun.

First 5 Shasta is delighted to partner with the following organizations that recognize the value of reading with children and have books available while you wait:

Black Butte Elementary School - Boulder Creek Elementary School - Lloyd Bramer, MD - Buckeye School of the Arts - Busy Bee Full Inclusion Preschool - Chrysalis Charter School - Columbia Elementary School - Early Foundations Children's Academy - Happy Valley Primary School - Hilltop Medical Clinic - Hilltop Medical Clinic West - Hometown Property Management - Daniel Huang, DDS - Junction Elementary School - Juniper School - Just 4 Kids - Blake Massey PA-C - McConnell Foundation - Millville Elementary School - Mistletoe Elementary School - Montgomery Creek Elementary School - Richard Mooney, MD - Jennifer Moranda, MD - Mountain Valleys Health Centers (9 waiting rooms) - Sheva Neckravesh, DDS - Northern Valley Catholic Social Service (2 waiting rooms)- Prairie Elementary School - Rother Elementary School - Shasta Head Start - Shasta Head Start Lake Center - Shasta Head Start Lassen View Collaborative - Shasta College Early Childhood Education Center - Shasta County Child Abuse Prevention Coordinating Council - Shasta County Health and Human Services Agency (13 waiting rooms) - Shasta Meadows Elementary School - Tri County Community Network - Andre Van Mol, MD

First 5 Shasta, the Shasta Children and Families Commission, was established after California voters approved Proposition 10 in 1998, adding a 50-cent tax on tobacco to fund programs and activities that support early childhood development and school readiness. To date, First 5 Shasta has invested approximately \$20 million in local programs and activities that benefit children ages 0-to-5.

Shasta Children and Families Commission

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