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MEDIA CONTACT: Deborah Peel
530) 646-3784

First 5 Commissioner Cindy Vogt Reads for Children and a World Record

first5shasta.org/read-for-the-record

Cindy Vogt, a Commissioner for First 5 Shasta, is polishing up her finest story reading skills. She's preparing to read "Not Norman – A Goldfish Story" as a celebrity reader for the October 22nd Read for the Record. On one day each year, children and adults worldwide read one chosen book and help set a new world reading record. Jumpstart is behind this event that engages nearly 2.5 million participants. It is a fun way to generate public support for high-quality early learning, putting the spotlight on the high importance of early literacy, building a child's vocabulary and a love of reading.

Vogt is one of many readers volunteering to share the magic of reading by reading for the record with young children in Shasta County. This year, the Shasta Early Literacy Partnership (SELP) has joined the effort, integrating Read for the Record activities into its annual campaign to Take 10 and Do It Again! Vogt will be taking at least 10 – ten minutes to read "Not Norman" on October 22nd at 2 pm at Shasta County WIC (1220 Sacramento Street, Redding). This Read for the Record story time is open to the public and all parents, grandparents, and caregivers are invited to attend with young children. Attendees will receive a free copy of "Not Norman" and a special gift from First 5 Shasta (while supplies last).

"Literacy is an essential skill that helps children learn from kindergarten to college or career training," says Vogt. "Building early literacy skills really starts at birth. Baby's coos and first words demonstrate they are learning from the words and sounds they hear, and parents help them learn by talking, reading, and singing. Reading at least 20-minutes a day to a child is a tremendous way to build literacy skills that help children be successful in kindergarten, make sure they are reading proficiently or better by third grade, and reading to learn for the rest of their lives."

In addition to local preschool's reading for the record, there are over a dozen public Read for the Record story times offered from October 21-23, 2015 in Shasta County. Use the story time schedule at **first5shasta.org/read-for-the-record** to pick a date and time to attend. Help set a new world record for reading with kids and keep growing your child's literacy skills for life!

When it comes to making a difference for Shasta County and its families, First 5 Shasta remains at the forefront of investors putting money, energy, and expertise where it can do the most good for our community – early childhood. First 5 Shasta 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 over \$25 million in local programs, services, and activities that benefit children ages 0-to-5. Learn more: first5shasta.org

Shasta Children and Families Commission

393 Park Marina Circle
Redding, California 96001
(530) 646-3780
www.first5shasta.org