



MEDIA ADVISORY

SFTA to Host Madison Family Literacy Day

Families are invited to laugh, learn, and share a happy ending with a child in need by donating a children's book(s), at the SFTA Family Literacy Day, August 9th, 9 a.m. to 1 p.m. at Madison Central Library. We have more than **doubled** our book collection goal of 1,000 books—help us triple it!

WHO: Supporting Families Together Association (SFTA), with the support of the Madison Central Library.

WHAT: This event promotes early literacy and supports SFTA's [Once Upon a Book Drive](#), which is collecting quality, new/gently used books for children ages 0 to 12 in early education programs and families in need across Wisconsin.

WHEN: Saturday, August 9th, 9 a.m. to 1 p.m.

WHERE: Madison Central Library, Children's Area
201 W Mifflin St.
Madison, WI 53703

Additional Information: Remember if you bring a book(s) to donate to a child in need who is 0-12 years old, you can be entered into our raffle to win great prizes! Need a book? A Room of One's Own is nearby Central Library at 315 W. Gorham St. Let them know you are purchasing for Once Upon a Book Drive and they will give you a 10% discount on your purchase!

Agenda:

9 AM - 11:00 AM: Choose from our circle stations guided by library and SFTA staff; Book Nooks/ group reading and activities, family games, arts and crafts, family reading.

11 AM - 11:30 AM: Performance by [Bob Kann](#): This acclaimed Wisconsin storyteller will perform "Read, Read, Read, It's Magic!" a storytelling, magic, and juggling show for all ages!

11:30 AM - 12:30 PM: Choose from our circle stations guided by library and SFTA staff; Book Nooks/ group reading and activities, family games, arts and crafts, family reading.

12:30 PM - 1:00 PM: Raffle prizes, thanks, and final book count.

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About SFTA: Supporting Families Together Association (SFTA) is a non-profit organization funded by public and private entities to support and implement a variety of early childhood focused programs and services. As Wisconsin's statewide member association for organizations and individuals committed to making every early childhood a great one, we envision an environment in which all children have the opportunity to reach their highest potential and all adults understand their role and responsibilities to children. Learn more about SFTA, our members, and our partners at supportingfamilies.together.org/.