

FOR IMMEDIATE RELEASE

Supporting Families Together Association

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Photos from 2014 Once Upon a Book Drive Family Literacy Event

'One book, two books, red books, blue books!'
5,383 Books Collected for Wisconsin Children in Need

*Supporting Families Together Association (SFTA) has collected over **five times** our 2014 book collection goal in our first year of Once Upon a Book Drive!*

Madison, Wis., (September 10, 2014) – Thanks to the commitment and generosity of our member [Child Care Resource & Referral \(CCR&R\)](#) agencies, the Wisconsin public libraries, and our state wide community supporters and [donors](#), SFTA's [Once Upon a Book Drive](#) stayed in

full swing from its June start, to its August end. Now, SFTA is pleased to bring the first year of our drive to a close with over five thousand quality children and young adult books ready to go into the hands and heart of a Wisconsin child in need.

“We could not be more thrilled with the overwhelmingly positive community response that this drive invoked,” said SFTA Co-Director of Programs & External Relations, Jill Hoiting. “Not only did the number of books we collected far exceed our expectations, this drive and surrounding events created the opportunity for a discussion about the importance of early literacy, and what we as a community and as individuals can do to support it.”

Books are geared towards children ages 0 to 12, and will be given to early education programs in need across Wisconsin with the assistance of SFTA’s state wide member CCR&Rs. Need will be determined by a 2 or 3 Star rating in [YoungStar](#), Wisconsin’s Child Care Quality Rating and Improvement System, and a higher number of children enrolled in Wisconsin Shares, which assists children from low-income families in accessing quality early education programs. Books will be passed on to families in need with the aid and local knowledge of SFTA’s state wide member [Family Resource Centers \(FRCs\)](#).

However they get there, all books collected through Once Upon a Book Drive will go right back into the areas of the Wisconsin community where they are most needed. Because after all,

“The more that you READ, the more things you will know, the more that you learn, the more places you’ll go.”

- Dr. Seuss, *I Can Read With My Eyes Shut*

Thanks to Once Upon a Book Drive, 5,383 stories are on their way to help Wisconsin children go a little farther.

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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 www.supportingfamielstogether.org.