

## FOR IMMEDIATE RELEASE

Supporting Families Together Association  
Kelly McClurg  
700 Rayovac Drive, Ste. 6  
Madison, WI 53711  
(608) 443.4307  
[kelly@supportingfamilies.together.org](mailto:kelly@supportingfamilies.together.org)

### **“Once Upon a Book Drive,” YOU Gave a Book to a Child. And They Will Read, Happily Ever After.**

*Supporting Families Together Association (SFTA) asks for your support in giving every child a happy ending through our “Once Upon a Book Drive,” which runs from June 15 through the end of August. This new annual event benefits early education programs and families across Wisconsin by placing quality literature in the hands of the children who need it most.*

**Madison, Wis., (June 12, 2014)** – SFTA recognizes the value of the written word in a young child’s life, for its guidance in early language acquisition, its expansion of imagination and thought, and even for the tactile and visual stimulation the cover and pages of a book provide. As such, with the help of our community supporters and members, we want to ensure as many children as possible have a good book within their reach, both in child care, and at home.

"Some of our fondest early memories, experiences, and learning came from a book we read or had read to us as young children," said SFTA Communications Specialist Kelly McClurg. "Every child should have that opportunity for a childhood enriched by literacy so they too can carry that knowledge and those stories into a more successful future."

According to the [National Dropout Prevention Center/Network](#) (NDPC/N), "the fundamentals for being a good reader, cognitive and language skills, are learned before children reach school age." SFTA aims to collect at least 1,000 books through our efforts to promote early reading. Books donated should be new or gently used and appropriate for children from 0 to 12 years old. There will be book [donation points](#) across the state. Madison and nearby locations are:

- [A Room of One's Own Bookstore](#)
- [Madison Central Library](#)
- [Middleton Library](#)

SFTA will distribute collected books to early education programs and families in need across the state, with the assistance of our member Child Care Resource and Referral Agencies (CCR&Rs) and Family Resource Centers (FRCs). Level of need will be determined for child care programs by a 2 or 3 Star rating on the YoungStar child care quality and improvement rating scale, and a higher number of children enrolled in Wisconsin Shares, which assists children from low-income families in affording quality early care. Families in need will be reached through our member FRCs. Drop books off at statewide donation points, or buy books through [AmazonSmile](#) and ship them directly to 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 [www.supportingfamilies.together.org](http://www.supportingfamilies.together.org).