



Presented by



www.childrensweek.org

CHILDREN'S WEEK
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FOR IMMEDIATE RELEASE

March 21, 2011

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Children's Week and the Pearson Foundation Give Florida's Children Free Books

Tallahassee, FL - Children's Week and the Pearson Foundation have created a special online reading campaign that allows Floridians to put books in the hands of our children who do not have them by simply reading free digital children's books at www.wegivebooks.org.

This campaign is being shared with community members across the state as part of the month long We Give Books ReadMobile Tour, which is spreading the joy of reading and the power of giving. With more than 60 ReadMobile celebrations happening in schools and community centers, Floridians are being encouraged to read online to help meet the goal of 5,000 free books for our children as we celebrate Children's Week.

Parents, grandparents, relatives, caregivers and educators can visit www.wegivebooks.org with a child and read classic children's books online - anytime they like, no matter the location - for free. With each digital book read, the Pearson Foundation will donate a brand-new book to a great local Children's Week partner.

We Give Books combines the joy of reading with the power of helping others, offering caregivers and educators an easy, engaging way to encourage children to become motivated readers and lifelong givers. We Give Books is a philanthropic program created by Penguin and the Pearson Foundation that helps children become lifelong readers and givers. Together, Penguin and the Pearson Foundation support literacy through programs that engage entire communities. The Pearson Foundation is the exclusive Literacy Sponsor of Children's Week and is committed to raising awareness about the importance of early childhood literacy to a child's success in school.

Help Children's Week reach their goal of 5,000 free books to Florida's children. For more information on how to support Children's Week or to sign up and read, visit www.wegivebooks.org/campaigns/united-way-of-florida.

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