



**ENCOURAGE EARLY LITERACY AND JOIN THE NATIONWIDE
“READING IS DOCTOR-RECOMMEND” CAMPAIGN
March 2009**

Dear Children’s Booksellers,

The Association of Booksellers for Children (ABC) and **Reach Out and Read (ROR)** are proud to unveil a new nationwide campaign to promote awareness about the importance of early literacy and help parents to make informed decisions in selecting children’s books. In honor of ROR’s 20th Anniversary, we are inviting all children’s booksellers to join the **“Reading is Doctor-Recommended” Campaign** and create a display in your store using the enclosed materials.

As you may know, Reach Out and Read is a national nonprofit childhood literacy program that provides doctors and nurses with funds to purchase books for children, ages 6 months to 5 years. Parents are encouraged to read aloud to their children and foster a love of books and reading. To expand our efforts beyond the exam room, ROR has created, with the assistance of pediatricians across the country, a list of **Doctor-Recommended Children’s Books**.

What can I do to participate in the Campaign?

- Enclosed is a list of doctor-recommended books for several age groups. Slip it into the frame provided and display it for parents, grandparents, or anyone looking to purchase a book for a beloved child.
- ROR will regularly post updated, seasonal book lists on its website. If you choose to continue to participate in the campaign after March, just print the new book list from our website and slip it into the frame.
- Create a display by placing copies of the suggested books near the book list.
- Place the enclosed ROR bookmarks at the register or near the display as a giveaway to your customers. Keep the tri-fold brochures handy to answer any questions about ROR.
- Post the ROR Developmental Milestones for Reading near the display.
- To learn more about ROR or the “Reading is Doctor-Recommended” Campaign, please visit www.reachoutandread.org.

ROR will continue to provide these materials to participating booksellers free of charge. If your customers would like to make a contribution or purchase a children’s book to donate to a local ROR Program, click on our interactive map (http://www.reachoutandread.org/about_find.html) to find the Site or Coalition closest to you!

Thank you for helping in creating the next generation of readers!

Sincerely,

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