

## **Press Release**

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### **Heinemann-Raintree Donates 10,000 New Books to Nonprofit Literacy Foundations in Celebration of Children's Book Week**

FOR IMMEDIATE RELEASE

Chicago IL – In celebration of Children's Book Week (November 15-21), educational publisher Heinemann-Raintree has donated 10,000 new nonfiction children's books to two nonprofit literacy foundations, First Book and Read to Grow. Each organization will receive more than \$100,000 worth of new, high quality social studies and science books to help strengthen children's reading skills and encourage learning.

Dennis DeCock, V.P. of Sales and Marketing from Heinemann-Raintree, notes: "We are proud to help promote literacy by making our books available to these worthy organizations. These specific organizations actually get books into the hands of kids who otherwise might not have this opportunity, and this is a cause about which we are extremely excited." Heinemann-Raintree is a Chicago-based publisher whose books can be found in classrooms, libraries, and daycare centers throughout the United States under the imprint names Heinemann Library and Raintree.

"The books are all very informative, with beautiful pictures and interesting text that will encourage children to open the books, turn the pages and embark on a journey to understand the world around them," said Read to Grow executive director, Laurie Ruderfer. Read to Grow has distributed 130,000 books over the past four years to children in pediatric waiting rooms, childcare centers, school and community health centers, classrooms, libraries, after-school programs and other organizations. The 5,000 Heinemann-Raintree books will be distributed through Books for Kids, a program run by Read to Grow that distributes books to Connecticut children and families who might not otherwise have books of their own.

The books donated by Heinemann-Raintree to First Book will be distributed to children in need through one of Washington DC's nonprofit groups, the Step Ahead Program, which provides mentoring opportunities for at-risk children between the ages of 5-18 years old in the Washington, DC area.

The mission of the Step Ahead Program is both educational and charitable: the program works to combat illiteracy and offers academic support for other areas of study by providing academic tutoring and a structured program for occupying a child's free time. The program also seeks to address and instill a sense of juvenile accountability and individual responsibility. Activities such as assisting with community clothing and food drives help give the children a sense of accomplishment, of giving back to the community and of helping others less fortunate. More information about the program can be found at <http://www.sbstepahead.org/>

### About Heinemann-Raintree

Heinemann-Raintree, a division of Harcourt, is a leading publisher of children's nonfiction books, serving schools and public libraries. Our three major imprints are Heinemann Library, Raintree and Heinemann Classroom. All Heinemann-Raintree books feature appropriately leveled text, carefully chosen content, and engaging design. For more information, visit [heinemannraintree.com](http://heinemannraintree.com) or contact Cathleen Ann, Email: [Cathleen.ann@hil.com](mailto:Cathleen.ann@hil.com), Phone: 312/324-5292

### About First Book

First Book is a national nonprofit organization with a single mission: to give children from low-income families the opportunity to read and own their first new books. The primary goal of First Book is to work with existing literacy programs to distribute new books to children who, for economic reasons, have little or no access to books. In the last three years alone, First Book has provided more than 20 million new books to children in need in hundreds of communities nationwide. More information about First Book can be found at [www.firstbook.org](http://www.firstbook.org).

### About Read to Grow

Based in the greater New Haven, CT area, Read to Grow was established in 1998 and partners with community organizations to provide a continuum of programs supporting literacy development and promoting the joy of reading. In addition to Books for Kids, Read to Grow also operates a Books for Babies program and the Connecticut Library Hotline. For more information: Laurie E. Ruderfer, Email: [lruderfer@readtogrow.org](mailto:lruderfer@readtogrow.org), Phone: 203/488-6800