



Reading Event
PRESS RELEASE

October 3, 2013

Supporting Jumpstart's 2013 Read for the Record Campaign



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Mayor Luttrell Joins Jumpstart's Read for the Record Event This Week

Shelby County Mayor Mark H. Luttrell, Jr., will take part in Jumpstart's *Read for the Record* on October 3, 2013. Together with Jumpstart and the Pearson Foundation, Mayor Luttrell will join children and adults across the country to set a new world record for the largest shared reading experience – part of a nationwide early education awareness campaign that each fall focuses national attention on the importance of reading.

Mayor Luttrell will read to students at Lowrance Elementary School, 7740 Lowrance, at 10 a.m. this Thursday.

Read for the Record, presented in partnership with the Pearson Foundation, is the annual event when millions of individuals come together to celebrate literacy by breaking the world record for reading the same book on the same day. On October 3, adults and children across the United States will read the official campaign book, Penguin's *Otis*, by *New York Times* bestselling author Loren Long, with many reading the free digital version available at **We Give Books**.

We Give Books, the digital reading initiative from the Pearson Foundation and Penguin, will again this year make the campaign book available for free through wegivebooks.org. Millions of people will read *Otis*, the unforgettable children's story of friendship and loyalty, *Otis* is available to read now for free at www.wegivebooks.org, along with 200 other classic children's books. We Give Books provides people everywhere with the opportunity to read books online, anytime, for free.

For more information about Jumpstart's *Read for the Record*, including how to register for this year's campaign, visit www.wegivebooks.org/readfortherecord today.



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About Jumpstart

Jumpstart is a national early education organization working toward the day every child in America enters school prepared to succeed. Jumpstart delivers a research-based and cost-effective program by training college students and community volunteers to serve preschool-age children in low-income neighborhoods. Through a proven curriculum, these children develop the language and literacy skills they need to be ready for school, setting them on a path for lifelong success. Jumpstart is a proud member of the AmeriCorps national service network. Learn more at www.jstart.org.

About the Pearson Foundation

The Pearson Foundation, a 501(c)(3) nonprofit, extends Pearson's commitment to education by partnering with leading nonprofit, civic and business organizations to provide financial, organizational and publishing assistance across the globe. The foundation aims to make a difference by sponsoring innovative educational programs and extending its educational expertise to help in classrooms and in local communities. More information on the Pearson Foundation can be found at www.pearsonfoundation.org.

About We Give Books

We Give Books is a philanthropic program from 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. Working around the world through programs like Booktime and Jumpstart's Read for the Record, Penguin and the Pearson Foundation have touched millions of lives in thousands of communities. For more information, visit www.wegivebooks.org.

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