



The
Children's
Reading
Foundation
of the Mid-Columbia

Press Release

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MSA Hanford Pledges \$10,000 to Provide “Books for Babies”

TRI-CITIES, WA (January 5th, 2011) **The Children’s Reading Foundation of the Mid-Columbia** was recently notified that the Mission Support Alliance (MSA), a prime Hanford Contractor, is awarding a \$10,000 grant to the Children’s Reading Foundation to support its long-running “Books for Babies” program. The “Books for Babies” program was started soon after the Children’s Reading Foundation was established in 1996. The program is active at Kadlec Regional Medical Center, Kennewick General Hospital, and Lourdes Health Network and utilizes hospital volunteers to assemble children’s literacy packets for every child born in the hospitals. More than 4000 babies and families will receive books and resources in 2011. “This program provides resources and information needed by parents to ensure that they begin reading to their children at birth. It is a clear and consistent message on the importance of reading with children 20 minutes each day,” said Reading Foundation Executive Director Brian Ace.

This is the second year that MSA has funded this program. “Research shows that the early years of a child involve the highest rates of learning, and the habits formed at a young age stays with them for a lifetime,” said Frank Armijo, MSA’s President and General Manager. MSA is happy to play a vital role in helping children of the Tri-Cities become lifelong readers.”

The mission of **The Children’s Reading Foundation of the Mid-Columbia** is to encourage and educate families and caregivers about their important role in raising a reader, support schools in assuring that children read on grade level by the end of third grade, and facilitate community involvement in helping young readers be successful. **The Children’s Reading Foundation** administers the READY! For Kindergarten, Team Read, and Our Babies Can’t Wait Parent Workshops in Benton and Franklin Counties.

**Change A Life, And Read With A Child.
The Most Important 20 Minutes of Your Day.**