



## CAMBRIDGE PUBLIC LIBRARY

### **Cambridge Public Library launches new early literacy program, 1000 Books Before Kindergarten, sponsored by the Curious George Fund**

CAMBRIDGE, MA – August 30, 2016 – The Cambridge Public Library (CPL) announced today plans to launch 1000 Books Before Kindergarten, a new early literacy program targeted to parents of children ages 0-5, this fall. Engaging with books and language at home correlates directly with future success. With this in mind, this free program creates a fun way for children and their families to reach the goal of reading 1000 books over the course of the child's first five years.

“Reading aloud and sharing stories with a very young child matters,” said Julie Roach, Manager of Youth Services. “It helps develop critical language and cognitive skills, as well as curiosity and confidence. It also creates a special and powerful bond between reader and child.”

This important and formative program is sponsored by the Curious George Fund, a trust created in honor of Margret and H.A. Rey– the creators of the beloved character Curious George – who were great supporters of the mission of public libraries.

Registration will begin on September 17<sup>th</sup> and will then be ongoing. Families with children ages 0-5 will be able to sign up for the program with a children's librarian at any CPL location and get a free tote bag and book. For each 250 books read, children will get another book to take home. CPL's expert children's librarians will help to connect children and families with great books.

“The Cambridge Public Library is reknown for its outstanding youth librarians and their excellent services for children from birth through high school,” said Karen Brown, Deputy Director of Libraries. “This innovative new program will allow us to reach even more families as they strive to give their children the best launch into life – and it will be fun! We are very grateful to The Curious George Fund for making this important initiative possible.”

The Cambridge Public Library will launch the program on Curiosity Day, the celebration of the 75<sup>th</sup> birthday of the much-loved character Curious George. The Library invites the public to join them at this free event on September 17, 2016 from 11:00 AM to 1:00 PM to meet Curious George, take part in storytime, arts, crafts, and singing happy birthday to George at noon. Participants can be among the first to register for the new 1000 Books Before Kindergarten program.

#### **About the Cambridge Public Library:**

The Cambridge Public Library opened in 1889 and serves the community of Cambridge, Massachusetts. It provides free access to information for over 100,000 Cambridge citizens and provides an engaging community space for innovative events and programming to serve its patrons.

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