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BOOK TRUST AND OAKLAND UNIFIED SCHOOL DISTRICT CELEBRATE SUCCESSFUL PROGRAM LAUNCH

Bella Vista Elementary to Host Launch Party and Book Celebration

Denver, CO, February 7, 2017—According to author Margaret Atwood, “A word after a word after a word is power,” and thanks to a new partnership between Book Trust and the Oakland Unified School District (OUSD), 3,600 children at fifteen elementary schools in OUSD will now have greater access to that power. Book Trust, a national nonprofit literacy organization based in Denver will serve grades K -3 by providing funds for each student to choose and buy up to three books per month during the school year. The books are theirs to take home and share with their families, increasing family engagement in reading and supporting literacy.

“Bringing our program to new schools is one of the most rewarding elements of this work,” said Book Trust President & CEO Amy Friedman. “Something as simple as a book has the power to change the course of a child’s life. We get excited about bringing that power to more and more kids.”

The Launch celebration taking place at Bella Vista Elementary School will include brief remarks from educators, parents and students about Book Trust’s impact on reading motivation before guests and volunteers are invited to personally deliver this month’s books to a child and spend a few minutes reading with him or her.

“We’re proud to showcase the benefits of Book Trust in OUSD. In just five months, teachers have seen increased enthusiasm about reading - both in the classroom and at home. Students can’t wait to read and share their books with classmates and family members, as soon as they arrive,” shared Interim Superintendent Devin Dillon.

Book Trust serves 167 elementary schools in nineteen states and will deliver more than 1.2 million books, serving 2,500 teachers and 50,000 students this school year. Schools qualify for Book Trust in part based on the percentage of students qualifying for free or reduced price lunch. Since 2001, Book Trust has delivered more than 5.2 million books to children through its programming.

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For more information:

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