



Reading Is  
Fundamental



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## **RIF Selects Children's Harbor for Literacy Grant to Help South Hampton Roads Children**

### **Funds Raised through Macy's Be Book Smart Campaign to Benefit Local Literacy Efforts**

Portsmouth, VA November 9, 2012—Reading Is Fundamental (RIF), the nation's largest children's literacy nonprofit, selected Children's Harbor to receive a \$4807.00 grant for free book distributions and literacy activities benefitting the children and families enrolled in their Portsmouth, Chesapeake, Norfolk, and Suffolk programs. The funds were raised during RIF's 2012 Be Book Smart campaign in partnership with Macy's.

In March of 2011, Congress eliminated \$24.8 million in funding for RIF, having a significant effect on its ability to provide book distributions and literacy resources to families in need. Support from Macy's is critical to local programs like this one. Additional support from local communities, foundations, corporations and individuals is key toward helping RIF fulfill its mission of getting books to children in need.

In low-income neighborhoods in the United States, there is only one book for every 300 children. Research shows that access to books and family engagement in reading activities are the most significant factors toward ensuring a child's success in school – and the future.

"Children's Harbor's collaboration with 4 local Macy's stores, Lynnhaven, Military Circle, Chesapeake Square, and Greenbrier, resulted in tremendous funding for our book distributions. Children will be able to select at least 3 books to take home and add to their personal libraries. These books might be the first ones on their bookshelf!" said Susan Pollack, RIF coordinator and Curriculum and Program Director for Children's Harbor. "Reading just 20 minutes a day is one of the key ingredients in successful school readiness and the creation of lifelong learners."

"The teachers, librarians and volunteers who run RIF's programs locally are helping put children on a path to success," said Carol H. Rasco. "RIF is grateful for Macy's continued support and leadership on literacy issues throughout the years. Macy's customers should know that their dollars are having a real impact on literacy issues in their own backyard."



Since 2004, Macy's has been a proud supporter of RIF, raising more than \$21 million.

**About Reading Is Fundamental, Inc. (RIF)**

Reading Is Fundamental, Inc. (RIF), founded in 1966, motivates children to read by working with them, their parents, and community members to make reading a fun and beneficial part of everyday life. RIF's highest priority is reaching underserved children from birth to age 8. Through community volunteers in every state and U.S. territory, RIF provided 4 million children with 15 million new, free books and literacy resources last year. For more information and to access reading resources, visit RIF's website at [www.rif.org](http://www.rif.org).

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