

FROM LITERACY, INC. (LINC)

Media Advisory

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Books and Basketball Fun Day

When: Saturday, August 3, 2002

Time: 11:00 a.m. to 1:00 p.m.

Where: Coffey Park in Red Hook Brooklyn

What: An end-of-season celebration of the Red Hook Rise reading program called Books and Basketball. Red Hook Rise works with Literacy, Inc. to promote sustainable reading activities to the children of Red Hook. The event will feature *fun basketball* games involving literacy. For example, *Fast Break* (a basketball term) is a game where the first team to accumulate the most books in three minutes wins. Refreshments will be served.

Why: Overall, the Books and Basketball program combines literacy and sports. The program instills a *Life Long Love of Reading*. Through this program children engage in weekly reading groups, which help them develop individual and team building reading skills. This is the second end-of-season event celebration and NBA player Nate Archibald will make a guest appearance and will be available to talk to Red Hook children. Writer Wanda Thomas, author of *Handsome me*, is expected to attend the event. Books and Basketball is part of a greater effort named the Red Hook Reads Campaign, initiated in March 2001 by Literacy, Inc. (LINC). The Independence Community Foundation supports the initiative. The campaign features early literacy programs and activities provided by local groups like:

- Independence Community Bank
- P.A.L. Miccio Day Care Center
- Red Hook Rise
- Red Hook Senior Center
- South Brooklyn Health Center
- Wash Depot

These groups above provide space, volunteers and refreshments to support reading programs at their sites.

Directions to the event and event schedule of activities are available upon request.