

Contact: Cathy Callegari – (212) 579-1370

McDonald's Kicks-Off Monthly Family Literacy Night



Event: **Family Literacy Night Kick- Off** - Every third Tuesday of the month, McDonald's will host a reading program for children and their parents, while providing a reduced children's meal.

What: Literacy Inc. (LINC) has collaborated with McDonald's to provide a reading program that provides reading facilitators, books and spaces for young children to read and be read to by community volunteers, parents and older children. LINC is a not-for-profit organization that "links" community resources to enrich literacy among young children 8 years of age and younger. LINC's mission is simple: to provide a system of outreach and coordination that builds language-rich neighborhoods where all young children are supported as readers. Verizon Foundation, the philanthropic arm of Verizon Communications, provided funding for this project.

Who: Robert Frawley – Director of NYS Council on Children and Families
Bill Martin - The Verizon Foundation
Ann Ensinger – New York City Instructional Region 3 – Queens
Maureen O'Connor – Queens Public Library

When: Tuesday, December 16, 2003 – Program Start through
Tuesday, June 29, 2004 – Program End
5:30 to 7 p.m.

Where: Reading Corner at McDonald's Restaurant
166-07 Baisley Boulevard
Jamaica, NY

For more information contact the LINC Coordinator at 212-620-5462
Or Felix Tirado - McDonald's Manager at 718-527-7788

###