

FOR IMMEDIATE RELEASE

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**REACH OUT AND READ ~~IGNITES~~ GIVING TUESDAY INITIATIVE
WITH IMPACTFUL, BIPOC-~~INSPIRED~~ DONATION FOR CHILDREN .**

Diverse books are core to Reach Out and Read's vision of building healthy bonds through shared reading with young children. The nonprofit works to ensure all children and families see themselves reflected in the books they provide through well-child visits.

"We are committed to ensuring not only that diverse books are built into our model, but also that we do the important work to make them more available, more affordable, and more accessible," Martinez said. "represent is best understood when we see it and feel it firsthand."

provides children from birth to five years old with a foundation for demonstrating that daily read-aloud sessions enhance cognitive and emotional development and increase the connections between parent and child.

firmly believes that every child can benefit from daily reading with a caregiver. Building on three decades of success, the organization is committed to equitable

Another remarkable achievement is the distribution of books to all 50 states, reaching a remarkable 11 million children annually. Half of these children come from low-income families. As awareness of the program grows, the Reach Out and Read model has the potential to reach an astounding 90 percent of all children in the U.S. through well-child visits,

clinicians across 2003. This nationwide

For those eager to join Reach Out and Read's Giving Tuesday initiative, please visit bit.ly/RORGivingTuesday.

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About Reach Out and Read: Reach Out and Read is a 501(c)(3) nonprofit that empowers young children by integrating books into pediatric care and encouraging family reading. It is the only national pediatric literacy model endorsed by the American Academy of Pediatrics, serving children in all 50 states.

About Giving Tuesday: Giving Tuesday is a global generosity movement that harnesses the power of radical generosity to transform communities and the world. Established in 2012, it has evolved into a world-wide movement inspiring millions of people to give and celebrate generosity.