

PRESS RELEASE - FOR IMMEDIATE RELEASE

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Thirty Local and National Authors Come Together to Raise Funds for Early Literacy
Program

--Raising A Reader MA's Thrives, Despite Economy--

Thirty authors will come together to celebrate the impact and mission of Raising A Reader MA at the organization's 3rd Annual Goodnight Moon Gala. The event, hosted by Davio's Northern Italian Steakhouse which is among Boston's "Best of the Best," begins at 6pm on Wednesday, October 13, 2010 at Davio's (in the Atrium, at the Corner of Arlington and Stuart Street).

Featured authors include: **Sven Birkerts, Bill Brett, Jay Calderin, James Carroll, Elisha Daniels, Anita Diamant, Anne Easter Smith, Neil Gaiman, Carey Goldberg, Iris Gomez, Stan Grossfeld, Joan Hill, Michelle Hoover, Mark Peter Hughes, John Jacobs, Ha Jin, Beth Jones, Holly LeCraw, Alexandra Marshall, William Martin, Barbara Meltz, Randy Susan Meyers, Tricia Psarreas, Nancy Rappaport, Birute Regine, Jessica Shattuck, Kelley Tuthill, Robert Veninga, and Harriet Ziefert.** Billy Costa will be the emcee and live auctioneer for the gala.

Event sponsors include: **Susan & John Simon, Davio's Northern Italian Steakhouse, the Pearson Foundation, Dana-Farber Cancer Institute, Rodman Ford, Herb Chambers, and Salem Five Charitable Foundation.**

Raising A Reader MA is committed to giving every child an equal opportunity for achievement by engaging low-income parents in a route of daily book sharing from birth to age 5. The organization was founded in 2006 through the generous support of the GreenLight Fund, an organization that identifies innovative and results-oriented nonprofits around the country and replicates them in the Boston area. Since its founding just four years ago, the program has grown to serve over 8,000 children annually across the Commonwealth. Nationally, in its ten year history, Raising A Reader has reached over 700,000 children. "We are incredibly thankful for all of our champions, whose undying generosity has allowed us to serve more children than ever, even during challenging economic times. The participation -- and the life's work -- of our thirty featured authors, is a testament to the importance of Raising A Reader's mission to promote early literacy," says Donna DiFillippo, Executive Director of Raising A Reader MA.

GoodNight Moon Gala tickets are \$200 each, and sponsored corporate tables are available at 4 levels of giving. All donations are tax deductible. The event is expected to sell out.

For more information, please contact Carol McKean Events: 781-925-3459 or email at Carol@carolmckeanevents.com.

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ABOUT RAISING A READER MA

Raising A Reader's award-winning program circulates over 100 high quality children's books into children's homes through an average rotation cycle and helps children and families develop, practice, and maintain the habit of sharing those books. Independent evaluations have repeatedly demonstrated that RAR MA's unique program engages families, builds kindergarten readiness skills and is cost effective and scalable. For more information, visit www.raisingareaderma.org or contact Mary Bruce, Director of Strategic Growth and Development by phone 617.610.9903 or email mary@raisingareaderma.org.

ABOUT THE GREENLIGHT FUND

The GreenLight Fund identifies innovative, results-oriented nonprofits in cities around the country and helps bring those programs to Boston that have potential to make a significant impact on critical needs here. The GreenLight Fund supports organizations that address issues affecting primarily low-income urban children and families in key areas such as education, youth development, workforce development, and health. For more information, visit <http://www.greenlightfund.org>