



PRESS RELEASE

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“Let’s Read!” Jackson Elementary School, Southern Oregon Early Learning Hub and Lithia 4Kids Present
“Let’s Read!” Program and Book Drive

Medford, OR, May 4, 2017

Jackson Elementary School, The Southern Oregon Early Learning Hub and Lithia 4Kids are teaming-up to positively impact early childhood development and minimize summer “Learning Lag” with the 2nd annual “Let’s Read” Program and Book Drive.

The “Let’s Read” Program is a local initiative seeking to encourage families, friends and community volunteers to read to and with youngsters; enabling kids to develop skills not only needed to enter and stay in school, but also succeed as adults.

The Book Drive further supports the “Let’s Read” Program by immediately addressing the seasonal “Learning Lag” children potentially experience during summer break: a time when kids can typically lose up to three months of academic proficiency due to an interruption in regular reading. By collecting new and gently-used books at Medford Lithia Auto Stores and redistributing those books at no cost to young readers and their families, the Book Drive not only encourages reading, but actually provides new and gently-used books to young readers and their Rogue Valley families. In 2016, 200 books were distributed to local children.

Discover more about the “Let’s Read” Program and Book Drive at www.westmedfordlearn.org, www.Lithia4Kids.com and visit any local Medford Lithia Auto Store, Starbucks at the Commons in downtown Medford or Jackson Elementary School to drop-off your book contributions.

