



**For Immediate Release**  
September 16, 2008

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**Minnesota Children's Museum to Make History in  
World Record-Breaking Reading Campaign**  
*Jumpstart's Read for the Record – October 2*  
*Children Across the Country Read the Same Book on the Same Day*

**ST. PAUL, MN** — Can you imagine your childhood without your favorite stories? Neither can the people of St. Paul. But the fact is that most children in low income communities have few, if any, age appropriate books in their homes.

For this reason, children in St. Paul will be joining hundreds of thousands of others across the country to read as part of Jumpstart's Read for the Record® Campaign on October 2.

The campaign will create the world's largest "shared reading experience" as children and adults read this year's official campaign book, the beloved children's classic *Corduroy* by Don Freeman. Jumpstart's Read for the Record will be kicked off with an early morning reading event on NBC's TODAY Show with host Matt Lauer and celebrity guest stars including Jumpstart spokesperson, LL Cool J.

**Minnesota Children's Museum Event Details**

Minnesota Children's Museum will host a Jumpstart's Read for the Record event®, which will include *Corduroy* readings at 10:30 a.m., 12:30 p.m. and 2:30 p.m. Additionally, visitors can drop-in anytime from 10 a.m. – 2:30 p.m. to make their own Corduroy fabric and button collage. KARE 11 personality Belinda Jensen will be the guest reader at the 2:30 p.m. Story Time. All activities are free with Museum admission.

**Interested in Participating?**

Anyone can register to read on October 2 and donate books for children in low income communities through the campaign website, [www.readfortherecord.org](http://www.readfortherecord.org). The Pearson Foundation will match each online book donation or purchase and deliver books to children in at-risk communities. Custom editions of *Corduroy* are also available for purchase at Hanna Andersson retail stores; to find a store near you, visit [www.hannaandersson.com](http://www.hannaandersson.com). Pearson is underwriting all publishing costs, making it possible for Jumpstart to receive 100% of the proceeds raised through the sale of the custom edition books.

Jumpstart's Read for the Record® brings national attention to the importance of preparing our children to read at an early age by organizing the world's largest shared reading experience. Campaign events will take place in major U.S. cities including Atlanta, Boston, Chicago, Los Angeles, New York, San Francisco and Washington, D.C. Visit [www.readfortherecord.org](http://www.readfortherecord.org) to find information on how to register

to read, donate books to children, as well as host or join reading events across the nation. Jumpstart's Read for the Record 2008 campaign aims to be bigger than ever as together we break the world record and make early education a national priority.

With support from our Sponsor and Founding Partner, the Pearson Foundation, as well as, American Eagle Outfitters, Hanna Andersson, Hyatt Hotels & Resorts, LeapFrog, NBC, Penguin Young Readers Group (publisher of the custom limited edition of *Corduroy*), Sodexo, and XM Radio, this year promises to be another record breaking event.

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### **About Jumpstart**

Jumpstart is a national early education organization that works toward the day every child in America enters school prepared to succeed. Through extraordinary attention in yearlong one-to-one relationships, Jumpstart inspires children to learn, adults to teach, families to get involved, and communities to progress together. Headquartered in Boston, Jumpstart pairs 4,000 trained adults one-to-one with preschool children in need of assistance. For the 2008-2009 program year, Jumpstart will serve nearly 15,000 children across 20 states, in partnership with more than 300 early learning centers and 74 universities and colleges throughout the country.

Jumpstart's national sponsors include American Eagle Outfitters, AmeriCorps, Pearson, Sodexo and Starbucks. Jumpstart is the recipient of the Fast Company/Monitor Social Capitalist Award (2004, 2005, 2006, 2007 and 2008) and the Committee to Encourage Corporate Philanthropy's Directors Award. For more information, visit the Jumpstart Web site at [www.jstart.org](http://www.jstart.org).

### **About Jumpstart's Read for the Record Sponsor and Founding Partner - Pearson Foundation**

The Pearson Foundation extends Pearson's commitment to education by partnering with leading nonprofit, civic, and business organizations to provide financial, organizational, and publishing assistance across the globe. The Foundation aims to make a difference by sponsoring innovative educational programs and extending its educational expertise to help in classrooms and in local communities. More information on the Pearson Foundation can be found at [www.pearsonfoundation.org](http://www.pearsonfoundation.org).

### **About Minnesota Children's Museum**

Minnesota Children's Museum is a non-profit community educational organization committed to smart play: sparking children's learning through play. Infants ages six months through children age 10 discover their world through hands-on exhibits in five permanent galleries: ***Our World*** connects children to people and places in their community as they role play "grown-ups" in a child-size environment; ***World Works*** encourages creativity and problem-solving through investigation and experimentation; ***Earth World*** immerses children in lifelike Minnesota habitats to nurture an understanding of the natural world; ***Habitot***<sup>®</sup> enables infants and toddlers to safely explore four developmentally designed learning landscapes; and ***Rooftop ArtPark*** brings nature and art together in an outdoor gallery on the Museum's fourth floor. Two special galleries offer exciting traveling exhibits from around the world. Fun, interactive activities, such as Story Time and Big Fun! take place daily. Kid Spark, the Museum store, is located in the first floor lobby. Minnesota Children's Museum has been providing children and adults with a fun, educational environment since 1981.

The Museum is located at Seventh and Wabasha streets in downtown St. Paul. For 24-hour information, visit [www.MCM.org](http://www.MCM.org) or call 651-225-6000.

