



## Literacy Festival Highlights the Magic of Books

On April 12, Kids to Kids co-hosted a successful literacy festival with Providence Master Planned Community. The gathering was open to the public and included free food,



games, crafts and family-friendly activities.

A high point of the festival was a series of bed races, with beds decorated by local organizations and businesses.

The event also marked the setting of an inaugural Guinness World Record for “Most People Balancing Books on Their Heads.” The record was set when 139 festival-goers balanced books and walked a pre-determined distance.

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## Kids to Kids Adopts C.T. Sewell Elementary

Kids to Kids recently adopted C.T. Sewell Elementary School, “Home of the Shining Stars,” the sixteenth school to be brought into the fold of the Kids to Kids literacy initiative.

A heartwarming adoption ceremony was held at the school, followed by a book distribution.

C.T. Sewell Elementary School is located at 700 East Lake Mead Drive in Henderson, Nevada.

During the first book distribution at an adopted school, students receive five books to take home. Thereafter, Kids to Kids distributes gently-used and new books at the school and students have the opportunity to choose a book to add to their home libraries on a monthly basis.

The mayor of Henderson, James Gibson, spoke at the event, and representatives from the offices

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### We Welcome Your Support

At Kids to Kids, we’re always looking for volunteers, books and financial contributions. We’d love to hear from you:

Spread the Word Nevada  
260 E. Desert Rose Drive  
Henderson, NV 89015  
Phone: 702.564.7809  
E-mail: info@  
SpreadtheWordNevada.org

Tax deductible receipts are issued for all donations. Spread the Word Nevada, Inc. is a 501(c)(3) nonprofit corporation.

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Spread the Word Nevada and the Kids to Kids literacy program began in 2001. The focus of the program is to provide books for keep-at-home libraries to pre-kindergarten through fifth grade students in at-risk schools. To date, nearly 1,104,000 books have been collected, with more than 980,000 distributed to approximately 92,770 children.

## Literacy Fest at Providence

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The bed races added an exciting element to the festivities, and the award for “Fastest Bed” went to the U.S. Marine Corps (Sixth Motor Transport Battalion), pictured below. Brownstein, Hyatt, Farber and Schreck sponsored the military Hummer-inspired bed. Nellis Ace Council, racing a Hawaiian-themed bed, sponsored by Sam’s Club at Serene, took second place. Third place went to IDC.



Other awards included “Best Decorated Bed,” won by IDC. The “People’s Choice” award went to the Clark County Fire Department Explorers and the “Most Entertaining” bed award went to the team from Starbucks. The remaining team consisted of members of the Foothill High School YES program wearing storybook character costumes. Khol’s Cares for Kids sponsored a bed, and Mattress Discounters donated the mattresses for the beds.

Miss Nevada United States 2007, Brittany Williams, made a surprise visit and read “Rumpelstiltskin” to festival guests. The festival featured readings by local authors, including Mary Schwartz, Barbara Ciarlantini, Eric Blank, Dominic Russo, Frank Fiorello and Kirsten Stokes.

Special thanks goes to Providence Master Planned Community for hosting this successful event to benefit Kids to Kids. See tons of event photos at [SpreadtheWordNevada.org](http://SpreadtheWordNevada.org).

## C.T. Sewell Elementary Adopted

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of Senator Harry Reid, Senator John Ensign and Congressman Jon Porter also attended.

CCSD Superintendent, Dr. Walt Rulffes, made an appearance at the kick-off gathering as well.



*A skit illustrates that literacy takes a community.*

## Mark the Date: 2008 Storybook Gala

We’ve set the date for our Sixth Annual Storybook Gala, and you’re invited! Our annual bash will be held September 27, 2008 at the Venetian Resort Hotel Casino. This glitzy, high-profile event turns the spotlight on literacy and the opportunity we all have to make a difference. A live auction will provide additional smiles and surprises. There are lots of ways to get involved with our most important fundraising event. Contact us at [info@spreadthewordnevada.org](mailto:info@spreadthewordnevada.org), call (702) 564-7809 or visit our Web site at [SpreadtheWordnevada.org](http://SpreadtheWordnevada.org).

## Spread the Word Nevada Receives Generous Grant From Bank of America

Spread the Word Nevada: Kids to Kids recently received a \$15,000 grant awarded by Bank of America. The grant will allow Kids to Kids to continue serving at-risk children and their families.

George W. Smith, President of Bank of America said, “We are thrilled to partner with Spread the Word Nevada: Kids to Kids in helping them fulfill their mission of changing children’s lives one book at a time by promoting literacy in our at-risk youth.”

Steve McCracken, Senior Vice President of Bank of America presented a much-appreciated check to Lisa Habighorst, Executive Director and Susan Miller, Chairman of the Board of Spread the Word Nevada.

### Book Collection Sites

We’re always happy to receive new and gently-used books. These sites make donation easy.

- Barnes & Noble Booksellers bookstores
- Cheesecake and Crime Mystery Book Shop and Cheesecake Joint (10540 S. Eastern Ave., Ste. 100, Henderson)
- The Dance Zone (11221 S. Eastern, Henderson)
- Exit Realty (55 S. Valle Verde Dr., #470, Henderson)
- Lexus of Las Vegas (6600 W. Sahara)
- My Gym (The District in Henderson and 9512 W. Flamingo Road)
- The NeverEnding Story Children’s Book Shoppe (9440 W. Sahara)
- PostNet at Stephanie & Horizon (209 S. Stephanie St., Suite B, Henderson)
- The Skin Bar (10870 S. Eastern, Ste. 100, Henderson)

## Nevada Power Foundation Awards \$25,000 Grant to Kids to Kids to Support Literacy Efforts

Kids to Kids is the recipient of a \$25,000 grant awarded by the Nevada Power Foundation Committee. The grant will allow Kids to Kids to continue serving the at-risk children in the Clark County School District by providing new and gently-used books to local elementary schools.

Nevada Power Foundation has been a strong supporter and community partner of Kids to Kids. Since 2001, the Foundation has contributed a substantial amount of financial resources to help promote children’s literacy.

Doretha Graham Easler, Community Relations Manager, said, “Nevada Power supports Spread the Word Nevada: Kids to Kids because we recognize the value of providing books to children as an effective way to promote language and literacy growth. Our partnership supports the community by assisting families to understand the importance of literacy in their lives, while at the same time helping their children to value reading.”

## Spreading the Word: Community Pride Day at Springs Preserve

In March, Kids to Kids participated in Community Pride Day at Las Vegas Springs Preserve. Dedicated volunteers were on hand to spread the word about the effort to bring books to at-risk children. Special thanks go out to Channel 8 for making Kids to Kids a Community Partner, and for giving broad exposure for our organization and its important work.



*Cheery volunteers, staff and Board members weather a blustery day at Springs Preserve to share the work of Kids to Kids.*

## Thank You to Our Incredible 2008 Sponsors

Thank you to our amazing, generous sponsors for 2008.

### Guardian Angel

(\$50,000-\$100,000+)  
City of Las Vegas CDBG Funds  
City of North Las Vegas CDBG Funds  
First Book  
Goodwill Industries of Southern Nevada  
KLAS, Channel 8  
Monte & Susan Miller Nevada Power  
Ritter Charitable Trust  
Toys for Tots  
Venetian Hotel Resort Casino & The Venetian Foundation

### Enchanted Kingdom

(\$25,000-\$49,999)  
A Hand Up  
Bank of America  
Barnes & Noble Booksellers  
Focus Property Group  
Lamar Advertising Company  
LCA Publishing  
Duncan & Irene Lee  
Lee's Discount Liquor  
Majestic Realty Foundation

MGM Mirage Voice Foundation  
Nevada Community Foundation  
Scott Roeben  
Speedway Charities

### Imperial Crown

(\$10,000-\$24,999)  
Citibank  
Focus Property Group  
Las Vegas Review-Journal  
Lexus of Las Vegas  
National Charity League  
Probity International Corporation  
Providence Master Planned Community  
U.S. Airways  
Sam's Club Foundation  
Silver State Schools Credit Union

### Fairy Godmother

(\$5,000-\$9,999)  
Burk Enterprises  
Jerry & Monika Czerwinski  
Imagenia Network Company  
Penta Building Group, Inc.  
Wells Fargo Foundation  
World Jewelry Center

### Prince Charming

(\$2,500-\$4,999)  
B&E, Inc./Bobby Ellis  
Dare to Dream Fundraising  
Fleming's Prime Steakhouse  
Kent & Mary Longley  
Mac King Show  
Marnell Corrao Associates  
Sierra Health Services, Inc.

### Golden Carriage

(\$1,000-\$2,499)  
Sharon Barkley-Williams  
Blue Man Group  
Brownstein Hyatt Farber Schreck  
Nancy A. Carlyle, EA, Ltd.  
Claim Jumper Restaurant  
Bruce & Ann Evans  
Guy & Maddie Gugino  
Las Vegas Convention Center  
Nevada Federal Credit Union  
Spring Mountain Rep. Women  
Tropicana Resort & Casino  
Walker International School  
West Star Credit Union

### Magic Wand

(\$500-\$999)  
Greater Las Vegas Assoc. of Realtors  
Bernard & Janette King  
Lamping Elementary School

St. Thomas More Catholic Com.  
Today's Realty, Inc.

### Gossamer Gown

(\$250-\$499)  
AVL Nevada, LLC  
Bob & Betty Bishop  
Grace Christian Academy  
Katherine Cox  
McDonough Property Management, LLC  
Joyce O'Neill  
Sammy's Woodfire Pizza  
Wachovia Foundation  
Stacey Wedding

### Glass Slipper

(Under \$249)  
Adrienne Adams  
Jan Barbour  
Bath & Body Works  
Chloe Ann Ducharme  
Fingerprinting Pros, Inc.  
Gary & Leslie Frerking  
In-N-Out Burger  
Instant Cash Loans  
John & Caroline Orzes  
Los Prados Lions Club  
Mike & Joyce Rathbone  
Schofield Middle School  
Silver State DAR  
Television Monitoring Serv.  
Toni Valdez  
Dana Wright

## Make a Difference: Become a Volunteer With Spread the Word Nevada

"You are smiling so brightly! Is today a special day?" asks a Books & Buddies mentor. "It is special because it's Tuesday," the student says. "And Tuesday is the day *you* come and read with me!"

This is commonly heard among the corps of Books & Buddies volunteers who share one hour each week reading with a child attending one of the 16 schools supported by Spread the Word Nevada: Kids to Kids.

Not only are these mentors helping to develop improved reading skills, but they are also building improved self-esteems and validating how "cool" it is to read. We'd love to have you onboard to begin the upcoming 2008-2009 school year as a Books & Buddies volunteer. It will change your life as well as your little buddy's!

Are you thinking of other ways to volunteer? Consider these ideas as a way to help: Hold a book drive, host a book cleaning at your home or place of work, help with mailings or fundraising or volunteer

at "Breakfast With Books" or other Kids to Kids events.

For more information about Books & Buddies (generously funded by the Nevada Community Foundation), contact Spread the Word Nevada Founder and Director of Programs Laurie Hartig at (702) 715-5711 or e-mail [laurie@spreadthewordnevada](mailto:laurie@spreadthewordnevada).



## Kids to Kids Reaches 16 Elementary Schools in Las Vegas

Thanks to partners just like you, Kids to Kids distributes books in these 16 elementary schools:

C.T. Sewell Elementary (Mar., 2008)  
Paul E. Culley Elementary (Oct., 2007)  
100 Academy of Excellence (May, 2007)  
Myrtle Tate Elementary (Jan., 2007)  
Whitney Elementary (Apr., 2006)  
Jay Jeffers Elementary (Dec., 2005)  
Fay Herron Elementary (Apr., 2004)  
Indian Springs Elementary (Sep., 2003)  
Lois Craig Elementary (Apr., 2003)  
Twin Lakes Elementary (Oct., 2002)  
Rex Bell Elementary (Mar., 2002)  
Paradise Professional Development (Nov., 2001)  
Robert Taylor Elementary (Jun., 2001)  
Elaine Wynn Elementary (May, 2001)  
C.P. Squires Elementary (Mar., 2001)  
Sunrise Acres Elementary (Feb., 2001)

### Meet Our Board Members

Susan J. Miller, Chairman of the Board  
Chairman, Key State Corporate Management

Robert Carroll, Treasurer  
Director of Finance, The Howard Hughes Corporation

Irene Lee, Secretary  
Children's Community Advocate

David Browning  
Development Manager, Landtek, LLC

Steve Chartrand  
President & CEO, Goodwill of Southern Nevada

Ann Evans  
Sales Associate, Neiman Marcus

Jean Frederick  
District Manager, Majestic Management Co.

Marilyn Loop  
Sales Representative, Pearson Prentice Hall

Teresa Murphy  
President, Strategic Solutions

Kristin Norton  
Children's Community Advocate

Scott Roeben  
Internet Marketing, Harrah's Entertainment, Inc.

## “Pennies for Pages Read-a-Thon” a Resounding Success

Our recent “Pennies for Pages Read-a-Thon” made reading a priority in thousands of homes throughout the Las Vegas valley. This year's read-a-thon was held in conjunction with Nevada Reading Week, and collected \$23,000. Pages read by the children who participated totaled 374,699. Check our Web site for a list of all our wonderful donors!

## Mac King and Sammy's Woodfired Pizza Partner With Kids to Kids to Fight Illiteracy

Comedian-magician Mac King and Sammy's Woodfired Pizza joined forces in March to support Kids to Kids with a book drive.

King's March Book Drive promotion encouraged Sammy's Woodfired Pizza guests to bring in new and gently-used children's books, and in exchange for donations, Sammy's provided certificates for free Giant Messy Sundaes.

King also held March Reading Soirées, special reading and pizza-eating events, at Sammy's. During the events, Mac King read to a group of children and performed magic and comedy entertainment.

“A children's literacy program is something I feel very strongly about,” said Mac King. “With the large number of families moving to Las Vegas every day, Clark County is in need of everyone's help to donate books so every child can understand the joys of reading.”

## Realtors Association Helps Build Stronger Communities

The Greater Las Vegas Association of Realtors is made up of individuals with warm hearts and a strong desire to give back to their communities.

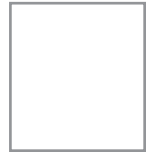
In recent months, the GLVAR has joined forces with Spread the Word Nevada to help get more books into the hands of Southern Nevada's at-risk children.

They have donated books, provided financial assistance, promoted us to their members and become active volunteers. Their strong pulse within the community makes our heart skip a beat. Thank you, GLVAR!



260 E. Desert Rose Drive  
Henderson, NV 89015

SpreadtheWordNevada.org



*Inspire  
a child.  
Give the  
gift of  
reading.*

## Literacy Festival, New Adopted School and More News!

### Change Lives, One Book at a Time

Dear Kids to Kids,

Thank you for giving us free books. Giving us free books is very nice. I like the free books because I don't have to return them. Will we be smart if we read 20 books each week? I need a lot of books if I'm gonna get really, really, really smart.

Sincerely,  
Martin B.

### Donation Form

Please clip this form and mail it, along with your donation, to: Kids to Kids, 260 E. Desert Rose Dr., Henderson, NV 89015.

Name: \_\_\_\_\_

Company name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

We accept:  Visa  MasterCard  American Express

Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Amount Enclosed: \_\_\_\_\_

Spread the Word: Kids to Kids is a 501(c)(3) non-profit organization. All contributions are tax-deductible to the extent provided by law.