



## Kids to Kids Adopts 15th School, Paul E. Culley

On October 30, Paul E. Culley Elementary School became the 15th school “adopted” by Kid to Kids, the flagship program of Spread the Word Nevada, Inc.



An event to mark the kick-off of the program was held at the school located in northwest Las Vegas, and 980 children joined the ongoing effort of Kids to Kids to bring the magic of reading to at-risk children in Nevada.

Taking part in the event were Steve Budin, financial advisor from Channel 3, and magician Hans Klok, currently performing in “Hans Klok: The Beauty of Magic” at Planet Hollywood.

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## Magic and Music Mark Annual Storybook Gala

Kids to Kids celebrated its Fifth Annual Storybook Gala, a black tie masquerade ball, at the Venetian Resort Hotel and Casino on September 22.

The evening’s honorees were Hae Un Lee and Kenneth Lee of Lee’s Discount Liquor.

The evening’s other honored guests also included First Lady Dawn Gibbons, former Governor Robert List, State Senator Barbara Cegavske, Assembly Woman Valerie Webber,

and Paul Moradkhan representing Congressman Jon Porter’s office.

Hosted and sponsored by the Venetian Foundation, the gala raised more than \$150,000 for Kids to Kids.

The evening’s emcees were Sherry Swensk and Denise Valdez of KLAS TV Channel 8. A mesmerizing song was performed by Michael Lackey from “The Phantom of the Opera.”

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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 988,000 books have been collected, with more than 850,000 distributed to approximately 79,000 children.

## Kids to Kids Adopts 15th School

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Faculty and Kids to Kids representatives put on a show illustrating the importance of literacy being a community effort. Community partners in attendance included representatives of MGM Mirage, PricewaterhouseCoopers and Nevada Community Foundation.



In the initial phase of the adoption program, a canvas tote bag is provided to each child, and each student personally chooses five books to take home.

The adoption of Paul E. Culley Elementary comes on the heels of launching our program at 100 Academy of Excellence Charter School, on May 22. 100 Academy of Excellence is the first Imagine Schools location in Nevada inspired by the 100 Black Men of Las Vegas, a group dedicated to enhancing educational and economic opportunities for African-Americans, and to improving the quality of life within the community.

The ongoing adoption of schools by Kids to Kids is made possible through grants, sponsorships and the donation of gently-used and new books.

See more photos from these events at [SpreadtheWordNevada.org](http://SpreadtheWordNevada.org).

## Fifth Annual Storybook Gala

*Continued from page 1*

Ballroom dancing was provided by Tony Delgado and the Delgado Dance Studio. Christian Kolberg captivated the guests during a live auction. The auction was assisted by student volunteers from Foothill High School's YES, Inc. program.



*Gala guests get into the spirit of the event.*

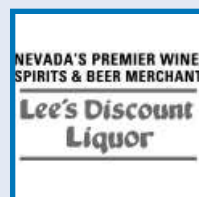


*Event honorees Hae Un Lee and Kenneth Lee.*



*Lisa Habighorst, Exec. Director of Spread the Word Nevada, First Lady Dawn Gibbons and Susan Miller, Chairman of the Board, Spread the Word Nevada.*

## Special Thanks Goes to Our Imperial Crown Storybook Gala Sponsors



## First Book Continues Its Support of Kids to Kids in a Big Way

National non-profit First Book and Kids to Kids continue to collaborate to improve the lives of children.

First Book, based in Washington, D.C. provides new books to children from low income families.

The organization recently donated more than 27,000 brand new books to Kids to Kids, for an in-kind value of more than \$283,000!

Kids to Kids Executive Director Lisa Habighorst said, "First Book is an incredible organization. Their locally based distributions of books enable groups like Kids to Kids to put beautiful, brand new books where they are most needed."

Find out more about the great work being done by First Book at [FirstBook.org](http://FirstBook.org).

### Give the Gift of Reading

Author Christopher Morley wrote, "When you give someone a book, you don't give him just paper, ink and glue. You give him the possibility of a whole new life."

It's that time of year again! Struggling to find the perfect holiday gift for those special, "have everything" family members, friends and colleagues? This year, capture the true spirit of giving by changing the life of a child one book at a time. Give the "Gift of Reading."

For just \$15, you can make a tax deductible donation in honor of the person on your gift list. Kids to Kids will then provide a brand new book to a child that will be treasured for years to come. The book will be embellished with a sticker memorializing your donation in the name of the person you are honoring through this gift. Kids to Kids will then send your gift honoree a card announcing that a book was purchased and donated in their name to bring the gift of reading to an at-risk child within their community.

This year, give a legacy of literacy that will last for years to come! To learn how you can give the "Gift of Reading," contact Justine Zilliken, Director of Development, at [justine@spreadtheword-nevada.org](mailto:justine@spreadtheword-nevada.org) or 702.810.5616.

## Donors Raise the Bar in the Fight Against Illiteracy

Spread the Word Nevada: Kids to Kids recently received generous grants from three organizations deeply committed to expanding opportunities for children through the power of reading.

In August, employees of the MGM Voice Foundation provided a grant of \$20,000 to Kids to Kids. This was the third year the MGM Voice Foundation has shared its support of the Kids to Kids' Breakfast with Books project that takes literacy to the families in our adopted at-risk schools.

Also making a donation to the Breakfast with Books program, with a \$15,000 grant, is Citibank of Nevada.

Another proud supporter of Spread the Word Nevada is A Hand Up Foundation, established by Senator John Ensign. Their generous grant of \$15,000 is greatly appreciated.

We salute and applaud the companies and individuals whose donations make all our programs possible.

## Kids to Kids Joins in ED in '08 Effort to Advance Education

Lisa Habighorst, Executive Director of Spread the Word Nevada: Kids to Kids, joined the ED in '08 campaign and its Nevada leadership team recently along with Mayor Oscar Goodman.

The logo for the ED in '08 campaign, featuring the letters "ED" in a large, bold, black font above the letters "IN'08" in a smaller, bold, black font.

The ED in '08 campaign is challenging the presidential candidates to lay out their plans to fix America's public schools. Strong American Schools' ED in '08 campaign is a non-partisan effort supported by the Bill & Melinda Gates Foundation and

The Eli and Edythe Broad Foundation, urging the presidential candidates to put forth a plan of action to implement stronger American standards, ensure that there is an effective teacher in every classroom and increase time and support for student learning. Learn more at [EDin08.com](http://EDin08.com).

## Thank You to Our Incredible Sponsors

The success of Kids to Kids is due, in large part, to the generosity of our amazing donors and partners. We gratefully acknowledge the following supporters for helping us change lives for the better throughout Southern Nevada.

### Guardian Angel

(\$50,000-\$100,000+)  
First Book  
Goodwill Industries of Southern Nevada  
Houghton Mifflin Publishers  
Monte & Susan Miller  
Ritter Charitable Trust  
Robert R. Banks Foundation  
Venetian Resort Hotel Casino & The Venetian Foundation

### Enchanted Kingdom

(\$25,000-\$49,999)  
A Hand Up  
City of Las Vegas  
CDBG Funds  
City of North Las Vegas  
CDBG Funds  
Lamar Advertising Company  
Lee's Discount Liquor  
Majestic Realty Foundation  
MGM Mirage Corporation  
MGM Mirage Voice Foundation  
Nevada Community Foundation  
Nevada Power  
Pauite Indian Reservation  
Scott Roeben  
Speedway Charities  
Target

### Imperial Crown

(\$10,000-\$24,999)  
Bank of America  
Barnes & Noble/B. Dalton Booksellers  
Citibank  
DeLuca Liquor & Wine, Ltd.  
Ed in 08 – Strong American Schools  
Focus Property Group  
Howard Hughes Corporation  
Las Vegas Review-Journal  
Duncan & Irene Lee  
Lexus of Las Vegas  
Milby & Oliver, Inc.  
National Charity League  
Perma-Bound Books/  
Marsha Lafferty  
Probit International Corporation  
Providence  
Sam's Club  
Silver State Schools Credit Union  
Stephens Press

### Fairy Godmother

(\$5,000-\$9,999)  
Bill & Cindy Brady  
Burk Enterprises  
Jerry & Monika Czerwinski  
The Draney Family Foundation  
Jeffrey Burr, Ltd.  
Kolesar & Leatham, Chtd.  
Neilsen Media Research  
Robert Nolis  
Pearson Learning

### Prince Charming

(\$2,500-\$4,999)  
American Dream Homes  
B&E Inc. / Bobby Ellis  
Coldwell Banker  
Deluca Liquor & Wine Ltd.  
Destinations by Design Group  
G.C. Wallace, Inc.  
Imagenia Network Company  
Integrity Chrysler Jeep Dodge  
Johnson Brothers of Nevada, Inc.  
Jonathon Ogden Foundation  
Grant Jorgenson  
Robert & Irais Kolesar  
Kummer Kaempfer Bonner & Renshaw  
John J. Lee, M.D.  
Kent & Mary Longley  
Marnell Corrao Associates  
Mervine Communications, Inc.  
Microsoft  
John & Susan Murtagh  
Jim O'Connor  
PMD Associates, LLC  
Gillian Rodis  
Sierra Health Services  
Southern Wine & Spirits  
Stage Entertainment  
Strategic Solutions/Terry Murphy  
SWCA Environmental Consultants  
Walker Landscape, Inc.  
World Jewelry Center  
John & Justine Zilliken

### Golden Carriage

(\$1,000-\$2,499)  
Ken & Michelle Alber  
Ted & Kathleen Baker  
BASE Entertainment  
Andrew & Janet Blumen  
Borders Group  
Bob & Pat Campbell  
Nancy A. Carlyle, EA, Ltd. / Don and Nancy Carlyle  
Barbara Cegavske  
Steve & Mary Chartrand  
Dancing with the Stars  
Bruce & Ann Evans  
Fleming's Prime Steakhouse  
Ford Motor Company  
George & Monica Forbes  
Jeanne Greenawalt  
Guy & Maddie Gugino  
Harrah's Entertainment  
Hina Enterprises  
Raymond Kim  
Lamar Advertising  
Levi Strauss Community Involvement Fund

LJ, Inc. – Flutterbyes  
Kent & Mary Longley  
Marilyn Loop  
Nevada Federal Credit Union  
On Demand Sedan  
Pulte Homes/Del Webb  
Josh Miller  
Karen Pellouchoud  
Judy Reich-Milby  
Vincent T. Schettler  
Soncpco Federal Credit Union  
Tanaka Elementary School PTA  
Tropicana Resort & Casino  
Vons  
Walker International School  
West Star Credit Union

### Magic Wand

(\$500-\$999)  
Asian American Group  
BASE Entertainment  
Bob & Melinda Brown  
Anthony Chadwell  
Delgado Dance Studios  
Christina Donelson  
First Church of Religious Science, Las Vegas  
Daniel & Dianne Fischer  
Sandra Henley  
Joe's Seafood, Prime Steak & Stone Crab  
Walter & Marilyn Kidwell  
Bernard & Janette King  
Robert List  
Mandalay Place  
Alan & Christy Molasky  
Nevada Commission for National and Community Service  
Nigro, Inc.  
Oasis Resort, Casino, Golf & Spa  
Chris & Sasha Prickett  
RVSP Party Rentals  
Star Nursery  
Southwest Medical Associates  
David & Lauren Tran  
Washington Mutual Bank  
Vincent & Tina Zamora

### Gossamer Gown

(\$250-\$499)  
Brook & Krista Carey  
Bob & Debbie Carroll  
Katherine Cox  
Danny Gans Entertainment  
Ronald & Lorine Ellwood  
Andrew & Jodi Fonfa  
Nick Han  
Kris Hanson  
Bill & Lynn Meyer  
Nick Miller  
Glenn & Jeanne Morrison  
Larry J. Mosley  
Ted & Tanya Pfisterer  
Art & Jody Ritchie  
Chris Robinson  
Sen of Japan  
Spring Mountain Republican Women  
Kevin Thompson  
Tropicana Resort & Casino  
Wolfgang Puck's Chinois

Stacey Wedding  
Tom Zumbo

### Glass Slipper

(Under \$249)  
Linda Ambridge  
Roy & Jen Arias  
Kathy Azarpour  
Tom Bohnett  
Mary Grace Bowling  
Douglas Bramble  
Michael & Freda Brazier  
Wendy Brown  
Richard Bryan  
Erik Bullard  
Lee Butler  
Cabarles Family  
Deborah Cambell  
Jenna Castagnino  
Sean Costello  
Dance Zone  
Kami Dempsey  
Tom Devore  
Thomas Fay  
Mitch & Kitty Fox  
Gary & Leslie Frerking  
Shelia Gard  
Paula Gibson  
Jennifer Halterman  
Alfred & Joyce Hartig  
Richard Holmes  
Brenda Hrubetz  
Kevin & Terri Janison  
Billy Johnson  
Dawn Kempthorne  
Asim Kovacevic  
Kara Kysor  
Claes Landberg  
Michael Lash  
Lawrence Junior High School 6th Grade Science Class  
Kamal Maasry  
Athur Macatangay  
Jeremy McClain  
McDonough Property Management, LLC  
Merrie Mears  
Micol Montalto  
Lachau Moore  
Carrie Nelson  
Toby O'Brien  
Cynthia Ortiz  
KY Pham  
Pizza Hut  
Jennifer Poortinga  
Mike & Joyce Rathbone  
Dianne Russell  
Tinalin Seifer  
Carmen Shukis  
Silver State Chapter DAR  
Christine Smith  
Kelly Smith  
Jason Steingraber  
Susan Stern  
Dave Tien  
Linda Vaden  
Toni Valdez  
Valdez Investments  
Alice Vasquez  
Vintner Grill  
Jackie Walker  
Colette Weston  
Adrienne Whisler  
Joy Yu

## Flagship Program Reaches 15 Schools

Kids to Kids distributes books in these 15 elementary schools:

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

Through our programs, Kids to Kids has served more than 79,000 at-risk children in Southern Nevada. Join us in our effort!

### Meet Our Board Members

We love our dedicated Board of Directors!

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

Robert Carroll, Treasurer  
Director, The Howard Hughes Corporation

Irene Lee, Secretary  
Children's Community Advocate

David Browning  
Project Manager, Landtek LLC

Steve Chartrand  
CEO, Goodwill Industries of Southern Nevada

Marilyn Loop  
Sales Representative, Pearson Prentice Hall

Terry Murphy  
President, Strategic Solutions

Renee Pictor  
District Team Leader, Target Corporation

Scott Roeben  
Web Development and Communications Consultant

## New Initiative Unveiled: Books and Buddies Reading Program

Spread the Word Nevada: Kids to Kids was recently awarded a \$45,000 grant from the Nevada Community Foundation. This grant will fund the Books & Buddies Multi-Generational Reading Program.

The Books & Buddies Multi-Generational Reading Program was created to improve the reading and comprehension skills of at-risk children by partnering them with senior citizen and corporate volunteers acting as reading companions and models. The program seeks to increase the reading proficiency, comprehension and skills of local at-risk children. Books & Buddies will provide children with the much needed individualized attention to augment literacy efforts within the classroom. For one hour each week, a volunteer "buddy" and their partnered child will meet to read and work together on skill building activities.

The funding for this initiative is provided through the Community Investment Process at the Nevada Community Foundation.



### Volunteers Needed!

We're looking for volunteers for our new mentorship program, Books and Buddies.

Volunteers will mentor children grades one through five on a weekly basis by reading together, working on simple reading skills, and being a caring "buddy." The new program will involve a 15-week commitment.

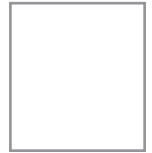
Background investigations are required, and simple training will be provided.

Get involved in children's literacy. You can make a difference. For information, call 702.595.2104 or e-mail [info@SpreadtheWordNevada.org](mailto:info@SpreadtheWordNevada.org).



260 E. Desert Rose Drive  
Henderson, NV 89015

SpreadtheWordNevada.org



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

## Storybook Gala, New Schools Adopted, More. Look Inside!

### Change Lives...One Book at a Time

Dear Kids to Kids Donor,

Thank you for the books that you donate for us. I like them very much and I always read them or read them to my brother. And I always bring them to school to finish them. And I always keep them in my desk so that it will not get ruined. I appreciate the honor of bringing all of those books to our school.

Juan P.

### 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.