

ALABAMA CENTER FOR THE BOOK

FOR IMMEDIATE RELEASE

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Alabama Gets Caught Reading

The Alabama Center for the Book has finally completed a year long project focused on catching famous Alabamians reading their favorite books. Whether they are at work, home, lounging in the park or on the go, notable Alabamians understand that reading is an integral part to a happy life and they are happy to promote its benefits to young people.

Beginning in the spring of 2004, the ACFTB set forth on a mission to contact the most notable Alabamians and persuade them to participate in the initiative. Celebrities were contacted on a–six–degrees–of–separation basis: who knew who and how we could get to them. Photographer Mike Cortez was responsible for setting up the shots and either shooting the pictures or communicating with photographers how the shoot should go. Charles Barkley worked us in during the playoffs at the TNT studios. Kathryn Tucker Windham met us at her favorite cemetery in Selma, where she swears she sees Jeffrey now and again, and Doug Philips trekked us up and down the roads of Oak Mountain until he had scouted the perfect spot. Jay Lamar, director of the Alabama Center for the Book went to the Bobby Allison shoot and has since become a race fan.

The more than 20,000 posters created in phase one of *Alabama Gets Caught Reading* will be distributed to every public and school library in the state, as well as to every independent bookstore. This project was brought to life by a generous grant from the Alabama Public Library Service.

Phase one includes nine individual posters, each one reflecting the diversity of Alabama's sons and daughters, their interests, their accomplishments, and their personalities, all of which have a part in the vast landscape of our state. Each picture represents an Alabamian who is a treasure for students to learn from, for teachers to teach about, and for the public to admire. We are grateful for their time and commitment to our project.

More information on *Alabama Gets Caught Reading*, please visit www.alabamabookcenter.org or by calling me at 334-844-4948. I look forward to

hearing from each of you and hope that you will join me in promoting reading throughout your area.

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