Dear Get Caught Reading Supporters,

We are excited to share this newsletter with you, featuring some of the creative reading initiatives that are taking place across the country. When we launched Get Caught Reading back in 1999, it was our intention that the campaign would be used by people who wish to promote a love of reading in their communities. Now, six years later, we are thrilled by the enthusiasm of the many teachers, librarian, booksellers, and community leaders who are using Get Caught Reading and ¡Ajá, leyendo! to spread the message that reading is indeed one of life’s true joys. Please contact us with your ideas and suggestions, and to tell us about the programs you are running in your area. We’d love to hear from you!

Happy reading,

Pat Schroeder, President & CEO
Association of American Publishers

GCR News

New celebrity supporters are popping up all the time. Look for our newest poster featuring legendary boxer George Foreman. Appropriately enough, he is reading Kapow!

We have also recently partnered with the Telemundo network, which is running literacy promotions on the network, in Wal-Mart stores, on the radio, and in Hoy! newspaper ads. Telemundo stars such as Mauricio Islas, Tamara Montserrat, and el Cucuy de la Mañana are also featured in our new ¡Ajá, leyendo! ads and posters.

The campaign has also been taking to the streets this summer in New York. Both new and classic Get Caught Reading posters were distributed at BookExpo America June 3-5 as well as at the Harlem Book Fair on July 23. Teachers and librarians told us how much they love to display them, and kids were eager to get copies of our Dora the Explorer and Maya & Miguel pictures.

Send personalized e-postcards from the Get Caught Reading website to your friends, students, teachers, and customers. They’re ideal for all fans of reading!

White House Hits the Books on July 4th

White House Liaison Pat Finnegan tells us that they had a terrific program at the Visitor Center on the 4th of July. Over 1,000 people showed up to celebrate the holiday through the pleasure of books. A reading of “The Fourth of July” was popular, and kids got to read along with the book Wackiest White House Pets as a family activity. Get Caught Reading postcards and copies of our campaign’s popular Laura Bush posters were widely circulated.

The White House Visitor Center has two more programs lined up for September. On the 17th they’ll honor the Constitution with a presentation of its signing, and with a PowerPoint presentation called “Shh...We’re Writing the Constitution.” Their other program takes place on the 24th, coinciding with the Library of Congress National Book Festival, sponsored by the First Lady on the National Mall.
Get Caught Reading on Parade

For the second year in a row, the Marshfield Public Library in Marshfield, Wisconsin has brought our campaign to life for the annual Dairyfest parade. Lori Belongia sends us these pictures of the library’s float, which features our logo on the banner. She says that the library’s float combined the themes “Visit the Library, Milk It For All It’s Worth” and “Get Caught Reading” together into one cow-riddled, book-filled extravaganza. The creation featured such ideas as Curious George caught reading in a milk bath, kids reading with cookies and milk by their sides, and enormous books walking through and greeting the crowd while spouting milk-related definitions and phrases across their covers.

Get Caught Reading mini-frisbees were handed out to parade-goers, while pictures on the float banners featured local celebrities reading the books of their choice. Congratulations to the Marshfield Public Library on a job well done!

The Read-Write Sri Lanka Initiative

After last December’s devastating tsunami in southeast Asia, many groups have formed to relieve and rebuild the area. One of them is the initiative Read-Write Sri Lanka, a project led by Bethesda, Maryland elementary schoolteacher Imalka Senadhira and by the Rotary Club of Colombo Regency to rebuild ten destroyed schools, and to donate supplies for students, schools, and libraries. The 2003 literacy rate in Sri Lanka was a terrific 92%, a nation of readers.

AAP provided the group with some Get Caught Reading posters in the spring. If you would like to contribute any supplies to help with their efforts, contact the Read-Write Sri Lanka organization at rotaryregency@yahoo.com. Help Sri Lanka continue with its legacy of learning!

We’d love to share your ideas with other Get Caught Reading Supporters! E-mail your ideas, including digital photos if possible, to tkaufman@publishers.org.

More Get Caught Reading Activities

*Swanson Middle School in Arlington, Virginia has a slide presentation on its closed-circuit television. The slides feature student pictures along with our celebrity images. The school also has its own Get Caught Reading website in which its students are featured with books.

*In New York, Joe’s Pub at the Public Theater featured a benefit performance in May, featuring our own Grammy-winning celebrity supporter Renée Fleming. Of course, plenty of copies of her Get Caught Reading posters were on hand for the crowd.

*Check out some international Get Caught Reading campaigns! Europe has one: www.getcaughtreading-eu.org. So does Canada: www.pubcouncil.ca/getcaughtreading. Also be on the lookout for a new reading campaign on the way from India, courtesy of the Bharatiya Vidya Bhavan!