

For Immediate Release



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## **MrsP.com Announces National Literacy Partnerships to Promote Reading**

*Everybody Wins! USA, Teachers First and the Association of American Publishers  
Endorse New Online Celebrity Storyteller*

Portland, Ore.—November 24, 2008—[www.MrsP.com](http://www.MrsP.com), a groundbreaking children’s entertainment website celebrating books and reading, announced today a series of promotional partnerships with national literacy organizations, including Everybody Wins! USA, TeachersFirst and the Association of American Publishers. Each has officially endorsed the new site and will partner with Mrs. P to help spread her message that “reading is cool.”

MrsP.com stars actress Kathy Kinney, who played Mimi on the hit sitcom “The Drew Carey Show,” as Mrs. P and is created by Kinney, Clay Graham, a Hollywood writer and producer, and Dana Plautz, a former executive at Hanna-Barbera.

In addition to its endorsement of MrsP.com, Everybody Wins! USA, a national literacy and mentoring non-profit working alongside the US Department of Education, will provide long-term promotional assistance through blogging, newsletters, and web links.

“Reading aloud to children is the single most important activity for building the knowledge required for eventual success in reading. Sadly, that is not happening nearly enough in our country,” said Rich Greif, National Executive Director of Everybody Wins! USA. “We were happy to spread the word about the creation of Mrs. P as a free, read-aloud resource for children and families that can help address that gap by bringing to life some of the most wonderful stories in a fun, engaging way.”

“Through our partnership with Everybody Wins! USA, we found a valuable literacy resource with a strong outreach program and an impressive, wide-ranging affiliate network,” said Plautz, co-president of Mrs. P Enterprises. “We are thrilled to have Everybody Wins! in our corner.”

After a review by top-level educators at TeachersFirst.com, a web resource and classroom content provider for teachers, parents and students, Mrs. P was selected as a “Featured Site” in their weekly email newsletter to thousands of teachers in their worldwide network. TeachersFirst also placed MrsP.com in their “Featured Site” archive, a well-known, international resource for educators.

“After receiving an endorsement from TeachersFirst, our email boxes were filled with positive feedback from teachers all over the world,” said MrsP.com co-creator Graham, who was head writer and an executive producer of *The Drew Carey Show*. “Teachers seem to feel strongly that MrsP.com fills a significant need in family entertainment – a safe and fun online literacy show.”

MrsP.com also received an endorsement recently from the Association of American Publishers, one of the most respected and influential organizations in the world of print media, and will be featured in their December newsletter, *Get Caught Reading*. “We are so happy with the support we’ve received from impressive organizations like the Association of American Publishers,” said Kinney, the star and co-creator of MrsP.com. “And the response from teachers, librarians, parents, and especially kids, has been incredible. I couldn’t believe all the letters we received in the first week alone. Mrs. P suddenly has a lot less time for joy rides in her Ferrari!”

#### **About Mrs. P Enterprises, LLC.**

Mrs. P Enterprises, LLC, was founded in 2008 by Hollywood team Clay Graham, Kathy Kinney and Dana Plautz. After having built successful careers in television and New Media, the three creators of MrsP.com were brought together by a love of reading and a desire to help spark that same passion in young people everywhere. The company endeavors to expose young people to great books and stories through a celebrity storyteller and to spark their imaginations and creativity with on-line games and writing contests. Its production offices are located in Portland, Oregon and Los Angeles, California.