

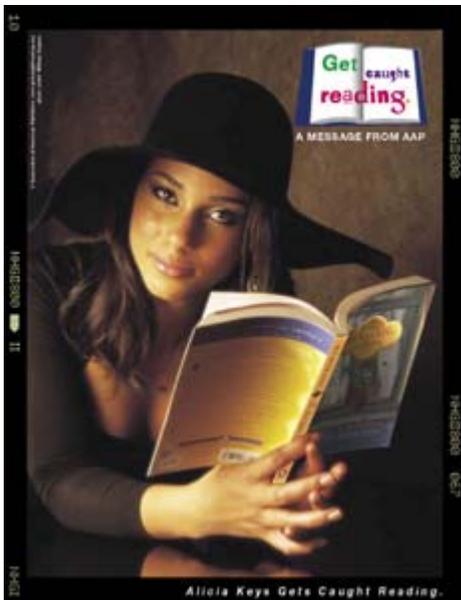
The Official Newsletter of the Association of American Publishers Get Caught Reading Campaign, Volume 2, #1

FAMOUS FACES KICK OFF 7TH YEAR OF GET CAUGHT READING

Ten new faces have been added to the growing list of celebrity supporters of Get Caught Reading, now in its seventh year. The new celebrity supporters include:

- NBA players **Grant Hill** reading *It's Not About the Bike* by Lance Armstrong; **Tim Duncan** reading *The Rule of Four* by Ian Caldwell; and the full Miami Heat team including **Shaquille O'Neal**, reading assorted books;
- Singer **Alicia Keys** reading *The Secret Life of Bees* by Sue Monk Kidd;
- **AnnaSophia Robb**, star of the upcoming movie *Because of Winn Dixie*, reading the Kate de Camillo book on which the film is based;
- **Gloria Estefan**, reading *Don Quixote* in celebration of the classic's 400th anniversary;
- Opera diva **Renée Fleming**, reading *Misty of Chincoteague* by Marguerite Henry;
- New York Yankee outfielder **Gary Sheffield**, photographed with his son on the Little League field in Tampa where he first began to play the game, reading *My Baseball Book* by Gail Gibbons;
- WNBA players **Swin Cash** reading *The Five People You Meet in Heaven* by Mitch Albom; and **Sue Bird** reading *London Bridges* by James Patterson;
- Boxing impresario **Don King**, reading *The Mind of Frederick Douglass* by Waldo E. Martin;
- The animated characters **Maya and Miguel**.

Order your posters from the Celebrity Posters section of our website!



Send personalized e-postcards from the Get Caught Reading website to your friends, students, teachers, and customers. They're perfect for any fan of reading!

GCR NEWS

Event on Capitol Hill Scheduled for May 11, 2005

AAP will bring the Get Caught Reading campaign to Capitol Hill on May 11, when members of Congress will be invited to be "caught reading" their favorite books. More than 200 members have already been photographed – their images are available in the Celebrity Posters section of our website. AAP will provide all participants with a CD containing their photograph and press materials to inform constituents of their support of literacy. And of course, those who participate will be given the greatest gift of all – books!

Great Strides For Reading in California

Dr. Katherine Perez of St. Mary's College in Moraga, California, reports that she's working with an under-performing, urban middle school in the San Francisco Bay area to get the word out about reading. In addition to starting a "reading intervention program" and a new reading class for all sixth-graders, her group is featuring a Power of Reading campaign in which students design their own posters to demonstrate the importance of reading. They also distributed AAP's own Get Caught Reading posters at a community reading rally for parents and students alike!

An Idea From the Ozarks

Dawn Nevel of Upper Ozark Elementary School in Ozark, Arkansas, writes: "For the last 2 years, I have placed the GCR posters around our school in advance of the GCR activities. I also make a bulletin board in advance with pictures of our administration and community leaders reading. They also write a little about why they like to read, what they like to read, and why it is so important to be able to read well. I then put in the daily bulletin for the students to be ready to be caught reading. I go around or have someone else sneak around and look in classrooms to catch students and teachers reading. I take their picture and give them a piece of candy. I place the pictures on the bulletin board. Kids love seeing themselves displayed! When someone is 'caught', it is an incentive for the others to read and get 'caught' as well."



A True Early Reader

Stephanie Davis was used to her younger son Michael (pictured) following her around the house. While dusting one afternoon, she noticed that the 18-month-old had disappeared from his usual station by her side.

Turning the corner into the family room, she discovered him curled up on the couch with a good book! She grabbed her camera to take a picture while the moment lasted, and sent it in to share with us.

Proof that it's never too early to have a love of reading!

More Goings-On in Reading Activities

-The town of Intercourse, Pennsylvania is hard at work with plans to build a new library. They're making their appreciation for library donors known by creating Get Caught Reading posters featuring each contributor as a subject!

-Marilyn Mendenhall writes that last year at Huron Middle School, photos were taken of various staff members caught reading, and were displayed around the school. This year the school's campaign is Real Men Read, in which posters are made of various men from the school, each reading a book and providing either a review of their favorite book or a quote concerning the importance of reading.

Topeka Gets Caught Reading!

James Hebert of the Topeka and Shawnee County Public Library in Kansas wrote to us about a great initiative. The library has created a localized version of the Get Caught Reading Campaign by photographing the principals of countless schools in the area, and displaying the posters both in the library and the local elementary schools.

Diana Friend, the library's PR manager, says that staff member Suzanne Miller has photographed 53 out of the 54 elementary school principals in Shawnee County (such as Marcia Bone, pictured), each reading his or her favorite children's book in a favorite setting.

On March 9, 2005, the posters will be presented at a reception for the principals and school district superintendents. Says Friend, "We have had so much fun working with the schools on this project, and can't wait to hear about what the kids think when they see their principals as a 'poster star.'"



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.