

NEWS RELEASE



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Library Hits It Out of the Park With “All Star Readers”

Summer Reading Program Launches June 2nd with Special Guest “Clifford, the Big Red Dog”

Readers Vie For \$500 Family Shopping Sprees at Barnes & Noble

(Louisville, KY) May 14, 2012 ----- This summer, through the bounty of its books, the Louisville Free Public Library will take children, teens and their parents on treasure hunts, safaris, white water rafting trips, inside the White House, to the North Pole, to uninhabited planets and, for sure, to a number of local attractions, all as part of the “All Star Readers” program scheduled June through August.

The 10-week “All Star Readers” program is the Library’s annual effort to encourage children to keep reading throughout the summer by providing incentives for reading at least ten books. For those who complete the program, Grand prize drawings will be held at each of the library’s 18 branches and each lucky winner will each receive a \$500 family shopping spree at Barnes & Noble Booksellers, or a backpack of school supplies or tickets to the Louisville Youth Orchestra and the Louisville Zoo.

“Each year, more than 25,000 kids complete the summer reading program. We are thrilled to see these children, and their families, experience the fun and adventure of so many wonderful books,” said Library Director Craig Buthod. “It is a joy to watch young folks develop a love of reading that will improve their schoolwork and enhance their lives for years to come.”

The program is designed to give kids something fun to do all summer, while combatting the typical “summer slide” which results from children being away from the classroom. All library branches will offer continuous assistance and fun-filled activities all summer long to help participants complete the program.

A Super Grand Prize of a night in the Mayor's Suite at a Louisville Bats game will go to one lucky winner. Any All Star Reader participant is eligible to win weekly prizes.

The All Star Reader kick-off event will be held at the Main Library on Saturday, June 2 from 10:00 am to 12:30 pm, where the first 500 people to arrive will receive free passes to the Louisville Slugger Museum. Kids can pick up their "All Star Reader" scorecards and participate in a range of family-oriented activities. There will be a special appearance by "Clifford the Big Red Dog," who is featured in the popular animated PBS television series that was inspired by a series of beloved children's books.

All 10-book readers will receive a gift package that includes an All Star Reader baseball cap, free passes to local attractions including Locust Grove, a Bats game, Louisville Science Center and Louisville Slugger Museum and coupons for local eateries and University of Louisville sporting events.

The teen program encourages students to read four books during the summer and participate in related activities, which makes them eligible to win one of 18 Grand Prizes of \$100 Barnes & Noble gift cards and a Super Grand Prize of a laptop computer.

The Summer Reading program has served hundreds of thousands of children in and around the Louisville community for more than 50 years. It is the single longest-running and largest program of the Louisville Free Public Library and takes place at all 18 library branch locations, and bookmobile outreach sites.

The summer reading program is funded primarily by the Louisville Library Foundation.

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Louisville Free Public Library connects the residents of Louisville and Jefferson County to knowledge and information at our 18 locations and on the Web at www.lfpl.org. Come on in, the whole world's inside. For more information about the Louisville Free Public Library, go to www.lfpl.org or call 502-574-1611.