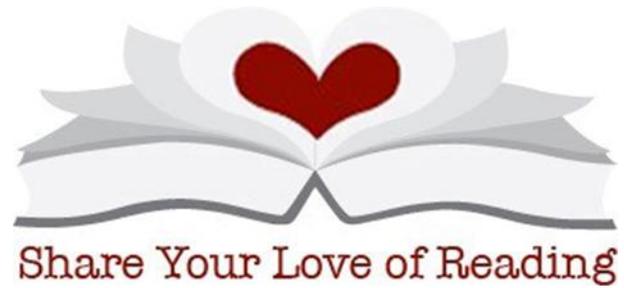


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Words Alive's Annual Share Your Love of Reading Event

Leaders in the Entertainment, Media, Government and Sports Fields Will Share Their Love of Reading with San Diego's At-Risk Children

San Diego, Calif. (May 15, 2017) — Hundreds of San Diego County's at-risk children will meet their role models May 30 – June 2 as Words Alive celebrates its annual "Share Your Love of Reading" campaign.

Share Your Love of Reading sends prominent figures to Words Alive's many literacy programs to read aloud to children. During these visits, Words Alive volunteers will help distribute 5,000 new books in 181 classrooms. Words Alive is a nonprofit organization based in San Diego that provides literacy support services to low-income, at-risk children, teens and families. The campaign aims to raise awareness about the importance of literacy and reading aloud to children with elected officials, media personalities and other local celebrities acting as honorary readers in Words Alive classrooms throughout San Diego County.

Since its inaugural year, more than 75 leaders have participated in this effort, including professional skateboarder Tony Hawk, Mayor Kevin Faulconer, NBA legend Bill Walton and Supervisor Dave Roberts. Mayor Faulconer, Roberts, Walton, Councilwoman Lorie Zapf, author Mike Sager, novelist Patricia Santana, chef and cooking teacher George Geary, television producer Ricardo Morán, musicians from the San Diego Symphony and the San Diego Padres' Friar and Pad Squad have already committed to participating this year.

"At Words Alive, we engage underserved children and their families to use reading as a tool to change their lives," said Executive Director Patrick Stewart. "Share Your Love of Reading is our way of connecting with the community to share our mouthpiece in the power and impact that reading can have in your life."

This year we will also be joined by Councilmember Chris Ward, Legoland, Chris Jennewein, City Attorney Mara Elliot, children's author Marcie Wells, and more.

The public is also invited to support Words Alive by taking a #shelfie. Supporters can share a photo of themselves with their bookshelves on Twitter and Instagram with @WordsAliveSD, and on Facebook with @WordsAlive using the #shelfie hashtag to show how books have a place in all lives, while helping Words Alive build more libraries in homes and the community. Donations are also welcomed.

All proceeds from the Share Your Love of Reading campaign will support Words Alive's core programs that foster a love of reading in children, teens and adults in San Diego County. To make a donation, visit <http://www.wordsalive.org/share-your-love-of-reading/> or send checks to 5111 Santa Fe St. Ste. 219, San Diego, Calif. 92109.

***For preview stories of the campaign: Executive Director Patrick Stewart is available.
For day of coverage: Executive Director Patrick Stewart is available for interviews. In***

addition, requests with celebrity readers will be accepted. B-roll and photos are also available as requested.

About Words Alive

Founded in 1999, Words Alive is a nonprofit organization that helps underserved, low-income, at-risk children, teens and families discover how books and reading can add meaning to their lives. Words Alive engages its program participants in developing a connection to reading with innovative programs and initiatives with the goal of creating lifelong readers and learners. For more information about Words Alive, its programs, volunteer opportunities and sponsorship opportunities, visit www.wordsalive.org.

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