

**FOR IMMEDIATE RELEASE**  
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**AVANCE-Dallas Moms  
Read to more than 10,000 School Children in Five Days**

DALLAS/FORT WORTH: Excited Dallas-area moms are getting ready for *AVANCE-Dallas Reading Week*, March 8 to 12, 2010, when 600 area moms will read to 10,000 pre-K, kindergarten and first grade children in 34 Dallas, Mesquite and Irving ISD elementary schools.

AVANCE-Dallas moms use the training they have received at AVANCE-Dallas along with books and curriculum supplied through KERA's *Read with Me* family literacy project to incorporate their own creativity and determination to instill a love for reading in young children.

The moms participate in AVANCE-Dallas Parent-Child Education Programs or Parent-Child Book Clubs to promote childhood literacy within their families and community. These programs train parents in the role of "first teachers" to help children develop the habit and love of reading through weekly interactive literacy activities and enhanced instruction. The AVANCE-Dallas goal is to help parents develop the habit of reading to their children at least five times per week.

"Studies show that parental engagement and support is the key factor in improving literacy skills and success in school," said Lisa Oglesby-Rocha, Executive Director of AVANCE-Dallas. "The goal of this project is to build the confidence of our mothers and connect them with an opportunity to become more engaged with their local school – even before their child enters kindergarten. Volunteering to read to a classroom full of young children was a perfect chance to accomplish both goals and establish a connection between the parents and the school that will last throughout their child's education."

"I thought that it was a wonderful experience for our kids," said Connie Hovseth, Principal at Gabe P. Allen Elementary School. "I was really surprised, because I've had readers come from different professions and they didn't have this kind of enthusiasm. These moms had our kid's attention the whole time. We'd like to have this become a regular part of our program."

The AVANCE-Dallas program uses books and curriculum supplied through KERA's *Read with Me* family literacy project and the Dallas Public Library's *Every Child Read to Read @ Dallas* program. KERA's *Read with Me* parent training curriculum uses a multimedia approach to help parents support their children as they acquire language skills in preparation for reading. KERA supports early literacy throughout North Texas by working with childcare providers, school districts, and community organizations like AVANCE-Dallas to distribute books to young children. KERA also provides early literacy workshops for parents and caregivers. Since 2000, KERA and AVANCE-Dallas have worked together to distribute over 15,000 books to low income families.

Danny Henley, Director of Education with KERA, said, "AVANCE-Dallas inspires mothers to take an influential part in their child's education by helping them to embrace their role as their child's first teacher. AVANCE moms have demonstrated tremendous leadership by sharing their excitement about reading with thousands more children in their local schools."

In a recent evaluation conducted by the University of North Texas, Dr. Martha Peet looked at the impact of AVANCE-Dallas Parent/Child Book Clubs utilizing KERA's *Read with Me* curriculum during an eight-week pilot project in the Vickery Meadows community in Dallas. At the beginning of the project, 42% of the mothers reported reading to their children three or more times per week. At the conclusion of the project, 95% of the mothers were reading to their children three or more times per week.

The following Dallas, Mesquite and Irving ISD schools will be participating in *AVANCE-Dallas Reading Week*:

### **West Dallas**

Gabe P. Allen Elementary  
Lorenzo de Zavala Elementary  
Sidney Lanier Expressive Arts Vanguard

### **Oak Cliff**

Arcadia Park Elementary  
Felix Botello Elementary  
James Bowie Elementary  
Jimmie T. Brashear Elementary  
Lelia Cowart Elementary  
Anson Jones Elementary  
George Peabody Elementary  
Peeler Elementary  
Stevens Park Elementary

### **Bachman Lake**

Leonidas Gonzalez Cigarroa Elementary  
David Burnet Elementary  
F.P. Caillet Elementary  
Stephen C. Foster Elementary  
Julian T. Saldivar Elementary

### **Vickery Meadow**

L.L. Hotchkiss Elementary  
Jack Lowe, Sr. Elementary

### **East and Central Dallas**

S.S. Conner Elementary  
James Fannin Elementary  
John F. Kennedy Elementary  
Esperanza Hope Medrano Elementary  
O.M. Roberts Elementary  
Ignacio Zaragoza Elementary

### **Love Field**

Obadiah Knight Elementary

### **Pleasant Grove**

John Q. Adams Elementary  
Annie Webb Blanton Elementary  
Edward Titche Elementary  
Urban Park Elementary

### **Mesquite**

Floyd Elementary  
John L. Hanby Elementary

### **Irving**

Pierce Early Childhood Center

## **ABOUT AVANCE-DALLAS**

AVANCE-Dallas, a not-for-profit organization founded in 1996, educates Hispanic children in some of Dallas' most disadvantaged neighborhoods during their early developmental stage of ages zero to three. AVANCE delivers a comprehensive community- and school-based support program that leverages its impact on children by also training parents to actively participate in their child's learning from birth. The agency has served more than 10,000 Dallas Hispanics, expanding from two sites in 1996 to 23 sites in 2010. AVANCE-Dallas advances the lives of more than 2,000 children

and parents annually and is one of ten chapters affiliated with the national agency, AVANCE, Inc., established in San Antonio, Texas in 1973.

## **ABOUT KERA**

KERA is a not-for-profit public media organization that serves the people of North Texas. The station broadcasts to the fourth-largest population area in the United States. KERA produces original multimedia content, carries the best in national and international public television and radio programs, and provides online resources at [www.kera.org](http://www.kera.org). The station's extensive coverage of the arts can be found at [www.artandseek.org](http://www.artandseek.org). KERA-TV broadcasts on Channel 13.1. KERA WORLD broadcasts on 13.2. KERA-FM broadcasts on 90.1 in Dallas/Fort Worth/Denton, 88.3 in Wichita Falls, 100.1 in Tyler and 99.3 in Sherman. KXT 91.7 FM, KERA's new music station, is streamed online at [www.kxt.org](http://www.kxt.org).

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