



## NEWS

CONTACT: Matthew Saler, Maroon PR  
443-977-9367, [Matt@MaroonPR.com](mailto:Matt@MaroonPR.com)

Alishia Frey, RIF  
202-536-3463, [AFrey@RIF.org](mailto:AFrey@RIF.org)

### **Shoshone-Bannock Early Childhood Program in Idaho Honored with Reading Is Fundamental's National Program of the Month Award**

*RIF's Programs of the Month initiative honors the ongoing efforts of local programs that promote children's literacy.*

**WASHINGTON, November xx, 2009**—Reading Is Fundamental (RIF), the nation's oldest and largest children and families' literacy nonprofit organization, has named Shoshone-Bannock Early Childhood Program in Idaho as one of its Programs of the Month award recipients for November, 2009.

"Shoshone-Bannock Early Childhood Program has done a fantastic job of inspiring young children to discover the joy of reading," said Carol H. Rasco, president and CEO of RIF. "Despite their lack of resources, the program continues to persevere in motivating young readers. RIF is proud to honor the Shoshone-Bannock Early Childhood Program for all of the hard work that they are doing throughout Southeastern Idaho."

#### **Shoshone-Bannock Early Childhood Program**

For the last 13 years, Shoshone-Bannock Early Childhood Program has brought the joy of reading and book ownership into the lives of young readers and a sense of real community to all in the Southeastern Idaho region. Throughout the year, families on the Shoshone-Bannock Reservation are able to spend time together by reading books and sharing stories with each other during the RIF Book Distribution.

RIF coordinator Marvel Eagle and her team work with local libraries, bus stations, volunteers and parents to ensure an increase in attendance and participation in book distributions. While there is no local library on the reservation, RIF volunteers meet to read to the children, share Native stories and write names in the children's new books.

RIF's Programs of the Month initiative was launched to honor the ongoing efforts of local programs to fulfill the mission of RIF, which depends on programs like these to promote children's literacy. Thanks to thousands of volunteers, children all across the country are discovering the joy of reading. The other programs honored by RIF in November were Community Action Organization of Erie County (Buffalo, N.Y.) and Mid-Cumberland Head Start (Cumberland, Tenn.).

### **About RIF**

**Reading Is Fundamental, Inc. (RIF)**, founded in 1966, motivates children to read by working with them, their parents, and community members to make reading a fun and beneficial part of everyday life. RIF's highest priority is reaching underserved children from birth to age 8. Through community volunteers in every state and U.S. territory, RIF provides 4.5 million children with 16 million new, free books and literacy resources each year. For more information and to access reading resources, visit RIF's website at [www.rif.org](http://www.rif.org).