



Santa Claus Visit Will Encourage People To ‘Gift A Kid A Book’ at Story Time and Drive-Thru Book Giveaway

First 5 San Bernardino campaign shares the importance of early literacy for lifelong success, encourages the gift of books this holiday season.

- WHAT:** To activate First 5 San Bernardino’s “Gift a Kid a Book” campaign in the High Desert, First 5 is parting with Moses House Ministries to host an event for preschoolers and kindergarteners at the Victor Elementary School District’s (VESD) Family Resource Center. Kids under 5 and their parents or caregivers will experience a special bilingual story time and a presentation of “gifts” from Santa Claus and F5SB Executive Director Karen Scott. A drive-thru book distribution will follow the readings open to all members of the community.
- WHY:** Science tells us that 90% of a child’s brain develops in the first five years of their life. Reading plays a crucial role in brain development and the way children view learning is shaped very early on. Taking time to read to a child is also critical to developing social-emotional learning skills because the time together reinforces the importance of attentiveness and learning that will benefit them as they start school.
- WHEN:** Tuesday, December 6, 2022 at 9:30 a.m. (story time) and 2 p.m. (drive-thru)
- WHERE:** Victor Elementary School District (VESD) Family Resource Center
15115 Nisqualli Rd.
Victorville, CA, 92395
- INTERVIEWS:**
- Karen Scott, *Executive Director at First 5 San Bernardino*, on the importance of early learning and literacy for children under five
 - Matt Coughlin, *Executive Director of Moses House Ministries*, and Jorge Escalante, *Supervisor for VESD Family Resource Center*, on additional literacy resources for local families
 - TBD, *Parents of Victor Elementary School District Students*, on impact of event, goal of campaign
 - Santa Claus, *Giver of Gifts*, on this season’s most popular books for kids under five and his favorite books
- VISUALS:**
- Reactions of kids seeing and interacting with Santa (including photos)

- Parents and caregivers, with joy in their eyes, watching the kids
- Bilingual story time with Santa Claus, featuring favorite holiday books (Polar Express, Night Before Christmas, etc.)
- Kids receiving books at the drive-thru (free book bundles featuring childhood favorites from genres including adventure, fantasy, fairytales and much more) from Santa Claus and F5SB team

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About First 5 San Bernardino

First 5 San Bernardino's distinct purpose is to improve the lives of young children and their families by giving them the best possible start in life. For the past 23 years, First 5 San Bernardino has been working dynamically through strategic partnerships to promote, support and enhance the health and early development of children prenatal through age 5, their families and communities. Funded through the 1998 voter-approved initiative, California Children and Families Act (Proposition 10 tobacco tax revenues), First 5 San Bernardino has evolved into a system where stakeholders and services are integrated, coordinated and sustainable, and one that families experience as accessible, inclusive and equitable. For more information, visit First5SanBernardino.org.
