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## **First 5 San Bernardino Encouraging Everyone to ‘Gift A Kid A Book’ This Holiday Season**

*Campaign launched to share the importance of early literacy for lifelong success*

**SAN BERNARDINO – November 28, 2022** – First 5 San Bernardino (F5SB) is encouraging parents and caregivers to give books as gifts to young children this holiday season. The inaugural “Gift a Kid a Book” campaign aims to share the importance of early learning and literacy for children under five.

The campaign features billboards, radio and online advertising, and social media posts all sharing the importance of giving the gift of reading. Consumers are directed to a dedicated [web page](#) which offers information on how families can obtain free books to start their own home library.

Not only does reading together create special moments for babies and the very young, but the science shows 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.

“Gift a Kid a Book’ is a wonderful opportunity to reinforce the joy and value of reading with our youth,” said First 5 San Bernardino Executive Director Karen Scott. “To help our children find success in this world, I can’t think of a more important gift than reading to pass down to the next generation.”

Beyond brain development, taking time to read to a baby or toddler is critical to developing social-emotional learning skills because the time together reinforces the importance of attentiveness and learning.

“Parents and caregivers must embrace their role in establishing curiosity and a love for learning through consistently taking the time to read with a child,” said Scott. “Kids respond to the experience of dedicated, close and physical time with a caring adult.”

As part of the “Gift a Kid a Book” campaign, First 5 San Bernardino is also going out into the community to bring books into the hands of kids and families who want them. Free book bundles and bookmarks will be available at upcoming events and at their main office.

Information on obtaining books, along with suggested titles and how to build a home library, can be found at [First5SanBernardino.org/reading](https://First5SanBernardino.org/reading).

## **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](http://First5SanBernardino.org).