



**MEDIA ALERT**

**Thursday, December 7, at 10 a.m.**

**CONTACT:** Jessica Newton  
585-330-6921 (m)

[jnewton@westboundcommunications.com](mailto:jnewton@westboundcommunications.com)

**GIFT A KID A ... BOOK THIS HOLIDAY SEASON!**

**4,000 SAN BERNARDINO STUDENTS RECEIVE FREE BOOKS; KICKS OFF AT  
HOLIDAY WINTER WONDERLAND EVENT**

*First 5 San Bernardino shares the importance of early literacy for lifelong success*

**WHAT:**

[First 5 San Bernardino](#) is giving out more than 4,000 books to every Kindergartener and TK student in San Bernardino City Unified School District. They're kicking off the massive gifting by transforming Ramona-Alessandro Elementary School into a Winter Wonderland where the school's 100 Kindergartners and TK students will be dressed in holiday cheer and will receive a free book, cookies, plus enjoy a singalong and story time and (shh...it's a secret!) a visit from Santa!

**WHY:**

With San Bernardino County literacy rates in young children having declined since the pandemic, First 5 San Bernardino is in its second year of [Gift a Kid a Book](#), a campaign that provides reading resources, community events and free books to San Bernardino County families with children under 5 years old.

Science tells us 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:**

**Thursday, December 7, 2023 at 10:00 a.m.**

**WHERE:**

Ramona-Alessandro Elementary School  
670 North Ramona Avenue, San Bernardino, CA 92411

**VISUALS/INTERVIEWS (Spanish and English):**

- Holiday dressed kids entering the party area on a red carpet to a huge inflatable gingerbread house.
- Surprise Santa visit with little helpers, gifting books and cookies to each child.
- A holiday wrapped gift display of the thousands of books to be delivered to SBCUSD students.
- A singalong and book reading for all children, surrounded by winter wonderland décor.
- Interview opportunities are available with First 5 San Bernardino, the school principal and students.

**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 24 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).

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