

READ ACROSS AMERICA

About Our Partners and Supporters

The California Teachers Association is proud to introduce our reading partners. Each works tirelessly all year providing books, dedicated volunteers and enriching activities to children. We are pleased that these organizations make an extra effort to celebrate the joys of reading with CTA through Read Across America. To further support Read Across America in California and children's literacy in your community, we encourage you to explore the possibility of new relationships at the local level.

Barnes & Noble

We are excited to have Barnes & Noble returning as a Read Across America 2006 partner. Barnes & Noble offers several community programs that benefit teachers, students, schools and parents. The Educator Discount program entitles teachers to 20% off of purchases for the classroom. Special Educator Discount Weeks increase that discount by 5% three times a year. Educator Receptions in the fall familiarize teachers with new books and programs while giving away prizes and teacher resource materials. Schools, students and parents can benefit from the In-store Bookfair Fundraisers Event. Library wish lists and authors can enhance an evening bookfair for any school.

California Library Association

The California Library Association is again on board as a partner for Read Across America. CLA will encourage public and school libraries to recognize March 2 as Read Across America Day and stress the importance of learning to read. CLA works to develop, promote and improve libraries and librarianship in California. More information is available at www.cla-net.org.

California Professional Firefighters

California Professional Firefighters and its 30,000 members are proud to build on a strong partnership with California's teachers as a sponsor of CTA's Read Across America project for 2006. California's firefighters have a long history of bringing fire safety messages right into the classroom, and public education is a core mission of CPF's nonprofit California Fire Foundation. Working through more than 150 local affiliates, California's firefighters are proud to bring the "good news" about reading to the school children in the communities they serve.

California School Library Association

The California School Library Association is proud to join as a partner for Read Across America. CSLA has provided the Recommended Reading List and will also provide descriptions of activities that can be done in school libraries on Read Across America Day in collaboration with school libraries. CSLA provides leadership to ensure that all California students and educators are effective users of ideas and information and reminds all that to read is to succeed. More information is at www.csla.net.

Dairy Council of California

We are pleased to be a partner with the California Teachers Association's Read Across America and will help publicize the 2006 campaign. Dairy Council of California develops nutrition education programs that support California content standards for English-Language Arts and meet the health recommendations for students at different grade levels. Our programs teach students to make healthy food choices from all food groups and be physically active every day. Visit www.dairycouncilofca.org.



Dodgers Dream Foundation

We are pleased and excited to have the Dodgers Dream Foundation join us as a new partner this year. The Dodgers Dream Foundation is committed to providing educational, athletic and recreational opportunities for the youth of the greater Los Angeles community. The Foundation places special emphasis on helping traditionally underserved youth.

Hilton Los Angeles Airport

The Hilton LAX is both pleased and excited to again partner with us for Read Across America. It will host one of this year's reading events. In addition to the hotel staff reading to local area students, breakfast will be served and books will be given away. The Hilton is proud to be apart of Read Across America and help support literacy in the community.

Los Angeles Times

The *Los Angeles Times* is also a returning partner. We are excited to have their support as they feature Read Across America ads at the end of February and beginning of March. No skill is more critical to the future of a child than reading. In 1998, the *Los Angeles Times* launched Reading by 9, a community-wide initiative to assist kindergarten through third-grade students who live in Los Angeles, Orange, Riverside, San Bernardino and Ventura counties to read at grade level by the age of nine.

Northland Publishing/Rising Moon

We are very excited to have Northland Publishing as a returning partner this year. They granted copyright and licensing rights for this year's artwork. Publishing children's books in the early sixties led the way to a full-fledged children's list in 1989 and to the imprint Rising Moon in 1997. Rising Moon has been publishing award-winning books that have been cherished by children across the United States for over a decade. Northland also offers a full list of premium bilingual children's books in English and Spanish under their new imprint, Luna Rising.

Scholastic

Scholastic is returning as a partner in California's Read Across America celebration. Scholastic is the world's largest publisher and distributor of children's books. It creates quality educational materials and products for use in schools and home including children's books, textbooks, magazines, technology-based products, teacher materials, television programming, videos and toys. Scholastic.com provides thousands of pages of content, on-line and off-line activities, lesson plans, resources and tools for teachers and students. Visit www.Scholastic.com.

Steve Gray

We are pleased to have illustrator Steve Gray returning as a Read Across America partner. Last year Steve donated use of his images from his children's book *Farmer McPeepers and His Missing Milk Cows* by Katy S. Duffield, to promote our program. This year he has created all new custom artwork exclusively for the California Teachers Association. Steve will be at many of this year's conferences and will be signing books at the Read Across America table. The artist does school visits, and the conferences will be a great time to get his contact information should you be interested in booking him at your school.



CALIFORNIA TEACHERS ASSOCIATION

