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FOR IMMEDIATE RELEASE

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Children's Summer Reading Program Kicks Off June 14 at the Oakland Public Library

Oakland, CA – "Paws to Read" is the theme of the 2014 Summer Reading Program. Taking place at all branches of the Oakland Public Library, from June 14 through August 9, the Summer Reading Program encourages children to maintain their reading abilities after school is out. All library locations will feature live entertainment and fun activities to lure kids in. As added incentive, prizes will be given to all children who reach reading goals.

Children participating in the Summer Reading Program may read anything they want, so they can pursue subjects and themes of their own interest while kindling a personal love of reading. Numerous studies have found that children who select books for themselves, and participate in reading as a leisure activity, improve their reading comprehension, vocabulary, spelling, and writing skills. Pre-readers can participate by having someone read to them. As in previous years, readers may sign up at any library and receive a reading log to mark their progress; an online registration will be available on June 14 for readers who wish to report their reading from home. This year, readers will be asked to mark the days that they read, rather than counting hours. Prizes include books and tickets to fun and educational attractions. Branches will have raffle drawings for movie tickets, ferry rides, boat rentals, and a branch grand prize. System-wide grand prize drawings for an iPad and a family membership in Fairyland will take place later in August. (Participants need not be present to win.)

To entice young people to use Oakland's libraries, the Library's Children's Services Department has lined up a summer's worth of free events featuring live animals, puppet shows, music, magic, arts and crafts, and more. Many library locations will also offer free lunch for children and teens.

Major supporters of the 2014 Summer Reading Program are Friends of the Oakland Public Library, Fenton's Creamery, William G. Gilmore Foundation, Kline Family Foundation, The Bernard Osher Foundation, and Union Pacific Foundation. Other donors include Children's Fairyland, Alameda/Oakland Ferry Services, Chabot Space & Science Center, Children's Creativity Museum, Grand Lake Theater, HomeTown Buffet, Lake Merritt Boathouse, Lawrence Hall of Science, MOCHA, Oakland A's, Oakland Ice Center, Oakland Museum of California, and Pasta Pomodoro.

For more information, please visit www.oaklandsummerreading.com.

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