



City of
OAKLAND
California

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Local Businesses Enthusiastically Support the Oakland Public Library's 2016 Summer Reading

Oakland, CA – Each year, the Oakland Public Library (OPL) offers Summer Reading, a fun and engaging way for local youth to maintain their literacy skills over the summer break. This program runs from June to August as a reading incentive program to encourage children to read for pleasure. Approximately 10,000 children participate, with over half of those completing 20 days of reading. OPL awards a new book (of one's own choosing) to each child who completes the program. Everyone who completes the program is also entered into a raffle for special prizes.

Last fall, OPL Children's librarians decided to solicit more local businesses and institutions for prizes to be used in the Summer Reading raffle, in order to increase the excitement around the program. "When kids hear about the great prizes they could win through the raffle, they become very motivated to participate in – and complete – the program's full 20 days of reading. We want to use that motivation to get more kids reading this summer," said Nina Lindsay, Supervising Librarian for Children's Services.

Through letters, email, and phone calls, a small group of OPL staff reached out to potential donors with a short description of the program and its goals. Within days, the prizes started arriving: movie passes from local theatres; tickets to institutions such as the zoo, the circus, the symphony, and the ballet; gift certificates to neighborhood books stores and recreation clubs; tokens good for boat rentals; sports lessons for swimming, yoga, and circus arts; and much more. "We are very touched by this incredible response from the community," said Ms. Lindsay. "So many included a note about how much the owner or manager of the business really believes in the power of reading. We are thrilled to have so many new partners join us in promoting youth literacy in Oakland."

Below is a full list of the donated prizes received from new and long-standing donors as of June 24, 2016.

For more information, please contact Winifred Walters, Community Relations Manager, at 510-238-6932 or wwalters@oaklandlibrary.org. Visit the Oakland Public Library online at www.oaklandlibrary.org.

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Donor	Prize Description	Location
Aquatech	2 gift certificates – one for a month of group fitness classes, the other for a month of group swim classes	Alameda
Athletic Playground	1 gift certificate for \$30	Emeryville
Bladium Sports & Fitness Club	17 gift certificates (for rock climbing for one)	Alameda
The Bookmark Bookstore	17 gift certificates for \$10 each	Oakland
California Canoe & Kayak	2 kayak rental passes	Oakland
Chabot Space & Science Center	Coupons for entry	Oakland
Children's Fairyland	Coupons for entry and a one-year family membership	Oakland
Chronicle Books	17 copies of the children's book "Leo: A Ghost Story"	San Francisco
Cookiebar Creamery	5 coupons for a free kid's scoop of ice cream	Oakland
The Crucible	1 gift certificate for \$250	Oakland
East Oakland Sports Center	2-Hr Pool Party at Water Park; 1,500 Passes for Water Park; 1 - Session of Group Swim Lessons; and 1 - Session of a youth dance, martial arts, OR gymnastics class.	Oakland
Fentons Creamery	7,000 coupons for a free petite scoop of ice cream	Oakland
Filhos de Bimba California Bay Area School of Capoeira	2 gift certificates, each for 4 classes to be used in a 30 day time frame	Emeryville
Flavor Brigade	10 coupons for free Italian ice and 10 coupons for free custard	Oakland
Folkmanis	40 puppets (including Baby Black Bear, Dragon in Turret, Sky Dragon, Duckling, Red Fox, Goat, Iguana, Monkey, and more)	Emeryville
Grand Lake Theater	68 matinee passes	Oakland
Kinetic Arts Center	17 gift certificates (for one 3-class circus starter package each)	Oakland
Lake Merritt Boating Center	18 boat passes	Oakland
Landmark Theatres (Piedmont Ave Theatre)	4 theatre passes	Oakland
Laurel Book Store	17 gift certificates for \$10 each	Oakland
The Laurel Cyclery	Jamis bike for youth	Oakland
The New Parkway Theater	5 theater passes	Oakland
The Oakland Athletics	Tickets	Oakland
Oakland Ballet Company	One certificate for two tickets to the 2016 "The Nutcracker"	Oakland
Oakland Ice Center	Coupons for skating	Oakland
Oakland Museum of California	36 guest passes (for one-time general admission)	Oakland
Oakland Symphony	One certificate for two tickets to one classical concert of choice in the 2016-2017 season	Oakland
Oakland Zoo	18 family passes (free admission for 2 adults & 2 kids, plus free parking)	Oakland
The Original Scraper Bike Team & OPL's 81st Avenue Bike Clinic	5 refurbished bicycles	Oakland

Plank	4 game play coupons for \$10 each	Oakland
Round Table Pizza	Coupons for pizza	Oakland
San Francisco Bay Ferry	550 roundtrip tickets, each good for one adult and one child	Oakland
Studio Naga	1 gift certificate good for one month of classes	Oakland
USS Potomac	10 family passes (good for 4 people each)	Oakland