



## Kids to Kids Celebrates Birthday With Literacy Festival

Kids to Kids celebrated its sixth birthday with a Children's Reading Festival at Providence, a 1,200-acre master planned community, on March 3.



The festival featured games for children that integrated books as the central theme.

Readings by authors were scheduled throughout the day. Special guests included NBC channel 3's Maria Silva, Miss Nevada Mistie Williams and Miss Teen Nevada Megan Franco.

Participants at the celebration enjoyed complimentary food and refreshments while children visited the festival's interactive

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## Pennies for Pages One Hour Read-a-Thon a Success

Nearly 10,000 at-risk students Kids to Kids serves in the Las Vegas valley recently participated in the Pennies for Pages One Hour Read-A-Thon during Nevada Reading Week.

These students exceeded all expectations by reading an impressive 222,328 pages. Donations received totaled more than \$30,000. The money raised will be used to purchase books for Kids to Kids programs.

Local companies Majestic Realty and Lee's Discount Liquor are to be

commended for their generous support.

The students at two partner schools, Marlan J. Walker and Wayne Tanaka Elementary Schools, went the extra mile by reading and collecting pledges to donate to our program for their less fortunate valley classmates.

Schools also held book drives for Kids to Kids during Nevada Reading Week. See more in the story on page 2.

## We Welcome Your Support

At Kids to Kids, we're always looking for volunteers, books and financial contributions. We'd love to hear from you:

Spread the Word Nevada  
260 E. Desert Rose Drive  
Henderson, NV 89015  
Phone: 702.564.7809  
E-mail: info@  
SpreadtheWordNevada.org

Tax deductible receipts are issued for all donations. Spread the Word Nevada, Inc. is a 501(c)(3) nonprofit corporation.

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Spread the Word Nevada and the Kids to Kids literacy program began in 2001. The focus of the program is to provide books for keep-at-home libraries to pre-kindergarten through fifth grade students in at-risk schools. To date, nearly 880,000 books have been collected, with more than 755,000 distributed to approximately 60,200 children.

## Providence Hosts Literacy Festival

*Continued from page 1*

arts and crafts booths. A key part of the event included the opportunity for parents to tour the model homes of Providence while their children were entertained by storytellers.

Focus Property Group, master planner of Providence, seeks to create outreach programs within each of its master plans that address a social cause within the community.

Kids to Kids' mission of spreading the joy of reading parallels Providence's theme of celebrating Americana through the literary legacy of the country's greatest writers.

Thanks to all the sponsors, volunteers and festival-goers who made our sixth birthday so special.



*Maria Silva, NBC channel 3 news anchor, and a new friend read a story for festival attendees.*

### One From the Heart

*"Thank you for the books and bag you gave us. I'm Raul Carbajal thanking you for giving hope to a fifth grader like me, an 11-year-old. I'm not the smartest kid in my class. I'm doing O.K., but because of you, I can improve in my reading and writing. I hope you are proud of the wonderful things you did for us. I hope you have a great day. What you have done for me was the most nicest thing anyone have done for me in my life."*

Raul Carbajal  
Myrtle Tate Elementary

## Book Drives Reap Big Rewards

Kids to Kids reached out to schools in the valley to conduct book drives during Nevada Reading Week, and the results were amazing! Through the hard work of many Kids to Kids partnership schools, more than 20,000 books were collected. These books will enable us to meet our commitment of providing books to the 13 at-risk schools we serve each month.

Special thanks go to Canarelli Middle School, whose students collected 8,249 books. Additional acknowledgement goes out to Wright Elementary, Dean Allen Elementary, Staton Elementary, Arbor View High School, Lamping Elementary, Anthony Saville Middle School, Alexander Dawson Middle School and Schofield Middle School for their wonderful participation and enthusiasm for this program.

## Book and Buddies: An Investment in the Future of Our Children

Do you have fond memories of reading special stories together with your children, grandchildren or little brothers or sisters? Thanks to the generosity of the Nevada Community Foundation, Kids to Kids is branching out into a new service of love and literacy, specifically, partner reading with the children we serve.

As Kids to Kids has been delivering your books, we have witnessed the joy of books in the lives of our young recipients. We recognized that receiving the books was just the first step. The Nevada Community Foundation shared our vision that the personal connection of volunteer buddies as reading partners was the next leap toward literacy and chose to support this new volunteer outreach, Books and Buddies. It will consist of a 15-week commitment of reading with, mentoring, and modeling reading strengths with a child. A training session will prepare our volunteers for this uplifting outreach. To learn more about this or other volunteer opportunities, call 702.564.7809.

NEVADA  
COMMUNITY  
FOUNDATION

## Lamar Advertising Donates to Kids to Kids in a Big Way

Lamar Advertising recently announced it will donate 12 months of billboard advertising to Kids to Kids.



Lamar's Vice President and General Manager Christopher Prickett generously spearheaded the donation.

The billboard (above) will enable Kids to Kids to "spread the word" about its literacy efforts in a visible, powerful way. Keep an eye out for our billboard on a Las Vegas roadway near you!

### Give the Gift of Reading

Struggling to find the perfect Mother's Day gift? Anniversary just around the corner? Need a birthday present for that "has everything" colleague? This year, capture the true spirit of giving by changing the life of a child one book at a time. Give the "Gift of Reading."

With our Gift of Reading program, for just \$15, you can make a tax deductible donation in honor of someone special on your gift list. Kids to Kids will give a child a brand new book to be treasured for years to come! The book will be embellished with a sticker memorializing the name of the person you are honoring through this gift. Kids to Kids will then send your gift honoree a card announcing that a book was donated in their name to bring the gift of reading to an at-risk child in their community.

To learn how you can give the Gift of Reading, please contact Justine Zilliken, Director of Development for Spread the Word Nevada: Kids to Kids, at [justine@spreadthewordnevada.org](mailto:justine@spreadthewordnevada.org) or 702.810.5616.

## Program Adopts 13th School, Gets Grant From Partner Nevada Power

Thanks to the generosity of Nevada Power, Myrtle Tate Elementary School recently became the 13th school to enjoy the benefits of being part of the Kids to Kids literacy program.

More than 800 preschool through fifth grade students participated in a heart-warming kick-off ceremony in January.

Kids to Kids was recently awarded a \$25,000 grant from the Nevada Power Foundation Committee. This money will be used to aid in the funding of Kids to Kids programs.

Nevada Power has been a proud sponsor of Spread the Word Nevada: Kids to Kids since 2001. This donation has furthered their community partnership and belief in the dedication to changing children's lives through promoting literacy.

We look forward to a long and fruitful partnership with Nevada Power.



Nevada Power, an operating subsidiary of Sierra Pacific Resources, proudly serves more than 750,000 electric customers in Las Vegas, North Las Vegas, Henderson, other communities (and unincorporated areas) of Clark County as well as a small portion of Nye County.



*(Left to right) Doretha Graham-Easler, Nevada Power; Mary Grace Bowling, Principal, Myrtle Tate Elementary School; Jennifer Vargas, Nevada Power; Sam Jankovich, Las Vegas Gladiators Arena Football; Lisa Habighorst and Laurie Porter, Kids to Kids*

## Our Wonderful Sponsors

The success of Kids to Kids is due, in large part, to the generosity of our amazing donors and partners. We gratefully acknowledge the following supporters for helping us change lives for the better throughout Southern Nevada.

### Guardian Angel

(\$50,000-\$100,000+)  
First Book  
Goodwill Industries of Southern Nevada  
Monte & Susan Miller  
Ritter Charitable Trust  
Simon & Schuster Publishing  
Venetian Hotel Resort Casino & The Venetian Foundation

### Enchanted Kingdom

(\$25,000-\$49,999)  
Houghton Mifflin  
Lamar Advertising Company  
MGM Mirage Voice Foundation  
Nevada Power  
Pauite Indian Reservation  
Random House Publishing  
Robert R. Banks Foundation  
Speedway Charities

### Imperial Crown

(\$10,000-\$24,999)  
Bank of America  
Barnes & Noble/B. Dalton Booksellers  
City of Las Vegas CDBG Funds  
City of North Las Vegas CDBG Funds  
Epic Publishing Company  
Focus Property Group  
The Howard Hughes Corporation  
Marsha Lafferty, Perma-Bound Books  
Duncan & Irene Lee  
Lee's Helping Hand, Inc.  
Majestic Realty Foundation  
MGM Mirage Corporation  
National Charity League  
Perma-Bound Books  
Probity International Corporation  
Scott Roeben  
Silver State Schools Credit Union  
Station Casinos  
Stephens Press  
Summerlin Children's Forum  
Target  
Toys for Tots  
World Jewelry Center

### Fairy Godmother

(\$5,000-\$9,999)  
Beach N Tan  
Burk Enterprises  
Citibank  
Monika Czerwinski  
Diva Studio  
The Draney Family Foundation  
Lexus of Las Vegas  
November, Inc.  
Providence  
Rhodes Homes  
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### Prince Charming

(\$2,500-\$4,999)  
American Continental Group  
B& E Inc./Bobby Ellis  
Convexx  
Imagenia Network Company  
Robert & Irais Kolesar  
Kummer, Kaempfer, Bonner & Renshaw  
Las Vegas Review-Journal  
Lee's Discount Liquor  
Malady & Wooten, LLP  
Marnell Corrao Associates  
Milby & Oliver, Inc.  
John & Susan Murtagh  
PMD Associates, LLC  
Andrew Lai & Ya-Chin Shih  
Silverton Casino  
Southwest Gas  
Strategic Solutions/Terry Murphy  
John & Justine Zilliken

### Golden Carriage

(\$1,000-\$2,499)  
American Dream Homes  
Ancient Creations  
Ted & Kathleen Baker  
Borders Group  
David & Carol Browning  
Rodney David Brody  
CDA Productions, Inc.  
Bob & Pat Campbell  
Nancy A. Carlyle, EA, Ltd./Don and Nancy Carlyle  
Steve & Mary Chartrand  
Coors of Las Vegas  
DeLuca Liquor & Wine, Ltd.  
EMBARQ  
George and Monica Forbes  
Guy & Maddie Gugino  
Halloween Mart  
Hina Enterprises  
KLVX TV 10  
KVBC News 3  
Las Vegas 51s  
Lj, Inc.—Flutterbyes  
Kent & Mary Longley  
Majority Strategies  
M.J. Christensen Diamond Center  
MSG Surveying  
Karen Pellouchoud  
Pulte Homes/Del Webb  
Judy Reich-Milby  
Sak's Fifth Avenue  
Sierra Health Services  
Soncpco Federal Credit Union  
Tournaments Players Club  
Summerlin  
Mark & Pam Trendell  
Vons  
Walker International School  
West Star Credit Union

### Magic Wand

(\$500-\$999)  
Anthem Country Club  
Asian American Group  
Robert Brown  
Barbara Cegavske  
Clark County Museum Guild  
Frank & Lynn Cremen  
Sandra Curtis  
Eric & Jennifer Czarnecki  
David Saxe Productions  
Thalia Dondero

Bruce & Ann Evans  
First Church of Religious Science, Las Vegas  
Daniel & Dianne Fischer  
Sandra Henley  
Joe's Seafood, Prime Steak & Stone Crab  
Bernard & Janette King  
Robert List  
Marilyn Loop  
Mandalay Place  
Robin Mercer  
Josh Miller  
Earl Monsey  
Neiman Marcus  
Nevada Commission for National and Community Service  
Nevada Federal Credit Union  
Nigro, Inc.  
Oasis Resort, Casino, Golf & Spa  
On Demand Sedan  
Dr. Joseph & Paula Lynn Quagliana  
Southern Wine & Spirits  
Southwest Airlines  
Star Nursery  
Taggart Associates  
Washington Mutual Bank  
Wild Truffles, LLC  
Wynn Las Vegas

### Gossamer Gown

(\$250-\$499)  
August & Rita Botzenhardt  
Branching Out, Inc.  
Business Community Investment Council  
Anthony Chadwell  
Corsa Collections  
Lorine Ellwood  
Ryan & Brandi Erwin  
David Fishman  
Fleur de Lys at Mandalay Bay  
Harris Freidus/Paul Weiss Law Firm  
Kimberly Henderson  
Hop Hopkins  
Bernard & Janette King  
Las Vegas Gladiators  
Las Vegas Palms Restaurant  
Las Vegas Pro Audio, Inc.  
Mike & Lisa Lemley  
Lucky Limousine  
John & Christine Milburn  
Wendalynn Nelson  
Periwinkle Cottage  
Laura Jean Pittman  
Art & Jody Ritchie  
RM Seafood  
Chris Robinson  
Rosemary's Restaurant  
Skin Bar  
Spring Mountain Republican Women  
Tropicana Resort & Casino  
Esther Vargas  
Will & Sori Wang

### Glass Slipper

(Under \$249)  
Linda Ambridge  
Maria Axotis  
Kathy Azarpour  
Jon Ballew  
Brown & Brown Insurance  
Jane Brun

Richard Bryan  
Tom Buhnett  
Kelly Bulgatz  
Erik Bullard  
Lee Butler  
The Cabarles Family  
Deborah Campbell  
Jenna Castagnino  
Cynthia Cendagorta Ortiz  
Certified Accountants, Inc.  
Chinois  
Bob & Kari Deike  
Kami Dempsey  
Ruth Devlin  
Tom Devore  
Mitch & Kitty Fox  
Shelia Gard  
Paula Gibson  
Gulten Dye  
Nasana Hakeem  
Jennifer Halterman  
Alfred & Joyce Hartig  
Richard Holmes  
Catherine Hyde  
Kevin & Terri Janison  
Jane Jensen Saint  
Billy Johnson  
Julie Anne's  
Asim Kovacevic  
Kara Kysor  
Michael Lash  
Arthur Macatangay  
Judy Machabee  
Judith Makaron  
Kamal Maasry  
Mayville, Inc.  
McDonough Property Management, LLC  
M.E.L. Leasing of Nevada  
Mike Miller  
Nicol Montalto  
Lachau Moore  
Jessica Najera  
Carrie Nelson  
Joyce O'Neill  
The Pampered Chef  
Ky Pham  
Pizza Hut  
Quilts by Jill  
Michael & Joyce Rathbone  
Redrover Alley  
ReJavanate Coffee Lounge  
Remix Interiors  
Rita Rudner  
The Second City  
Tinalin Seifer  
Sen of Japan  
Jack Sheehan  
Carmen Shukis  
Gillian Silver  
Silver State Chapter DAR  
Kelly Smith  
Randy & Dawn Thoman  
Dave Tien  
Linda Vaden  
Toni Valdez  
Valdez Investments  
Jennifer Urcioli Smith  
Paul Watkins  
Melanie Welch  
Colette Weston  
Adrienne Whisler  
Bruce & Rose Woodbury

## Flagship Program Reaches 13 Schools

Kids to Kids distributes books in these 13 elementary schools:

Myrtle Tate (Jan. 2007)  
Whitney (Apr. 2006)  
Jay Jeffers (Dec. 2005)  
Fay Herron (Apr. 2004)  
Indian Springs (Sep. 2003)  
Lois Craig (Apr. 2003)  
Twin Lakes (Oct. 2002)  
Rex Bell (Mar. 2002)  
Paradise Professional Development (Nov. 2001)  
Robert Taylor (Jun. 2001)  
Elaine Wynn (May 2001)  
C.P. Squires (Mar. 2001)  
Sunrise Acres (Feb. 2001)

We're adopting our 14th school, 100 Academy of Excellence, on May 22. Join us! See the details on the back cover of this newsletter.

### Meet Our Board Members

Many thanks go to our dedicated Board of Directors:

Susan J. Miller, Chairman of the Board  
Chairman, Key State Corporate Management

Robert Carroll, Treasurer  
Director, The Howard Hughes Corporation

Irene Lee, Secretary  
Children's Community Advocate

David Browning  
Project Manager, Landtek LLC

Steve Chartrand  
CEO, Goodwill Industries of Southern Nevada

Marilyn Loop  
Sales Representative, Pearson Prentice Hall

Terry Murphy  
President, Strategic Solutions

Renee Pictor  
District Team Leader, Target Corporation

Scott Roeben  
Web Development and Communications Consultant

Paul Watkins  
Agent, RE/MAX Realty

## Storybook Gala 2007: Hold the Date

Slip behind your mask and into an evening of enchantment as you are serenaded by a live performance from "Phantom of the Opera" at the Kids to Kids 5th Annual Storybook Gala. The event takes place Saturday, September 22, 2007, at 6:00 p.m. The Venetian Resort Hotel and Casino plays host to this year's black tie masquerade ball.

Help make this gala one to remember with your \$250 ticket purchase. Signature sponsorship opportunities, at the \$2,500, \$5,000 and \$10,000 levels, provide individuals and companies the chance to have a powerful impact on our community. These exclusive signature sponsorships are limited, so don't wait!

This year's gala promises to be full of delights and surprises, including a "Champagne and Diamond Experience," where one lucky guest will leave with a stunning one carat diamond.

Contact Justine Zilliken, Director of Development, at [justine@spreadthewordnevada.org](mailto:justine@spreadthewordnevada.org) or 702.810.5616 to learn more and to reserve your space at this inspiring annual affair.

## Bank of America Donates \$15,000 to Support Literacy Efforts in Nevada

Bank of America President George Smith recently presented Spread the Word Nevada a grant for \$15,000. Bank of America provides the financial resources and expertise to help communities achieve their full potential as desirable places for people to live, work and raise families.

George Smith said, "We are very excited that we have become a new community partner with Spread the Word Nevada: Kids to Kids as we have always been proud supporters of children's organizations. We believe in their mission of changing children's lives one book at a time and are thrilled to be involved in making a difference to increase literacy in our at-risk youth."

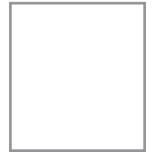


Lisa Habighorst, Kids to Kids Executive Director said, "This financial support validates the commitment Bank of America invests in our community."



260 E. Desert Rose Drive  
Henderson, NV 89015

SpreadtheWordNevada.org



*Inspire  
a child.  
Give the  
gift of  
reading.*

**Kids to Kids Expands, Celebrates Birthday. Look Inside!**

You're Invited!

# Kids to Kids

invites you to join the celebration marking  
the adoption of our 14th school

**Tuesday, May 22, 2007**

100 Academy of Excellence  
2341 Comstock Drive, N. Las Vegas 89032  
(Just west of Martin Luther King and Carey)

10:00 a.m. assembly,  
book distribution to follow.  
RSVP to 702.564.7809.

