



Spread the Word: Kids to Kids

Literacy program encourages children to create their own home libraries

The Spread the Word: Kids to Kids program is an early childhood literacy project which provides opportunities for at-risk children and families to improve reading and language skills. The program, which began in 2001, supplies children with their own personal library of books. Children are given between 10 to 12 new or gently used books and a canvas tote bag to keep them in when they first enroll in the program. Every month thereafter, the children can trade-in their books or choose one new book to add to their personal library. Kids to Kids has programs set up at 11 schools and is expanding to other schools rapidly.

The program is available to children in grades kindergarten through 5th. In four years, they have collected over half-a-million books and more than 400,000 have been distributed to local children. Laurie Porter, founder of Kids to Kids, and a former school librarian, knows that books open up a new world to children. Porter's love of reading and children led her to begin Kids to Kids in Southern Nevada. She started the program after learning

Accomplishments

- Kids to Kids distributed 500 books at the Stupak Community Center's Annual Holiday Party.
- Kids to Kids has organized over 175 book drives at area schools.
- Since its inception, over 42,920 children and families have benefited from the program.
- In partnership with Kids to Kids, area librarians on motorcycles, called Bookin' Bikers, have volunteered their time during the past four years traveling throughout ten rural Nevada communities in a storytelling literacy campaign.
- Kids to Kids, in collaboration with the CCSD Partnership Office, delivered 7,490 books to children at other at-risk schools that are currently not served by the Kids to Kids organization.

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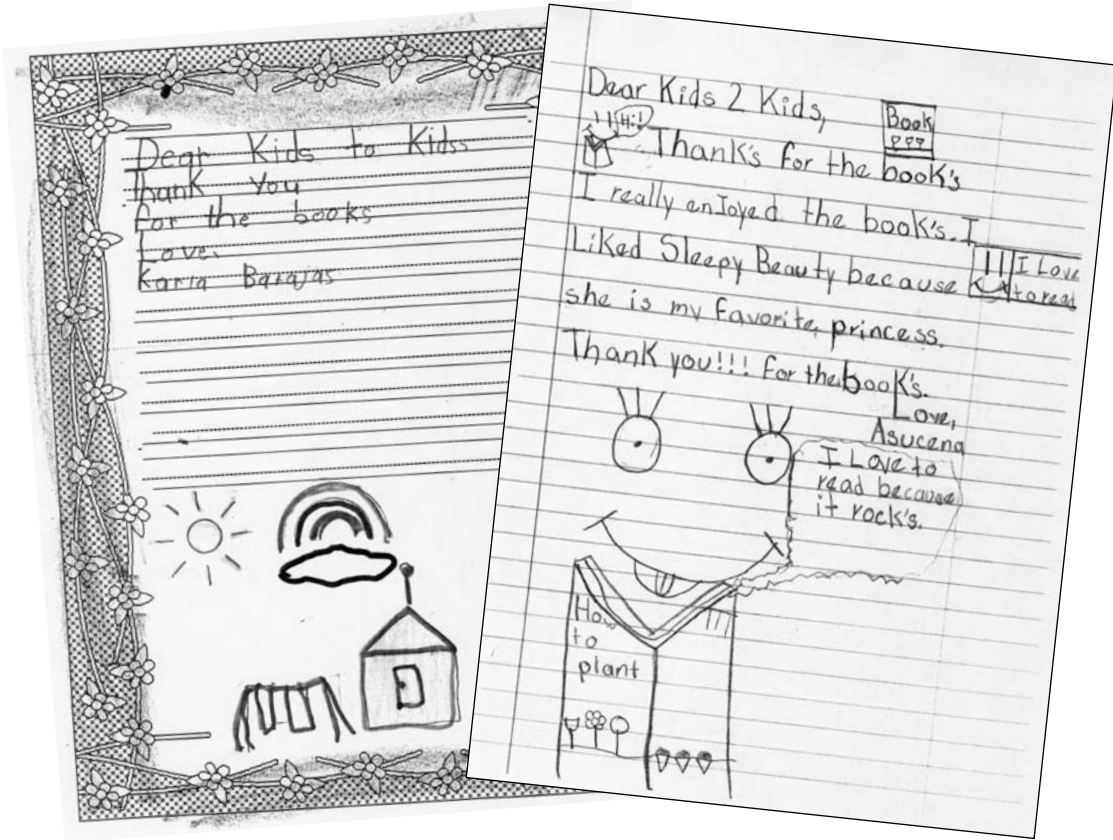
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about a similar organization on the East Coast. After speaking with the East Coast staff, she launched the program in Southern Nevada. The first year that Kids to Kids was in operation, over 60,000 books were collected and distributed. Over the years, Kids to Kids has benefited from the generosity of local families and businesses alike. Currently, the Las Vegas Metropolitan Police Department, The Venetian Hotel & Casino, Barnes & Nobles and many others have joined

the crusade to ensure that every child has a book to call their own. During one of his hospital stays, both mom and son came up with an idea – create the alphabet out of pretzels. Armed with a large bag of the salty treats (they helped curb his cravings) the duo began creating the alphabet out of the pretzels. It not only

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helped Laszlo pass the time, it also helped him learn. Today, Kristoff’s son is cancer-free and is now in his late teens. Kids to Kids was honored that Kristoff donated her books and her story to the program.

Recently, Kids to Kids was chosen by The Nevada Community Foundation as the Outstanding Charity of the Year. ▲



How to Participate

- Donate a gently used book that your family no longer reads
- Hold a book drive at your school, within your neighborhood or through local community organizations
- Become a volunteer
- Send a tax deductible donation
- Call 564-7809 or visit their Website www.SpreadTheWordNevada.Org

Book Drop-off Locations

- Barnes & Noble Booksellers
- ReJAVAnate Coffee Lounge
- Plaza Realty
- Southern Highlands Realty
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