



FOR IMMEDIATE RELEASE

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WLRN Increasing Child Literacy **One Picture Book, One Community at a Time** **2008 Selection – *Max's Words***

Miami, FL, September 1, 2008—*One Picture Book, One Community* (OPBOC) celebrates its 6th Anniversary in 2008 with the selection of ***Max's Words*** by Kate Banks, with illustrations by Boris Kulikov. It is the story of three brothers who collect things. Benjamin collects stamps. Karl collects coins. When their younger brother Max decides to collect words, one word leads to another until Max has a story worth telling.

OPBOC is an annual literacy project with a goal of having young children collectively read the same storybook and complete related fun activities. Kids are encouraged to discover the joy of reading to build a strong foundation for a solid educational future. OPBOC's target group is 1st grade and our slogan is, "Reading is fun, share it with everyone!"

In 2003, OPBOC's pilot year, 1,500 books were distributed to Miami-Dade County Public Schools (M-DCPS) 1st grade teachers and elementary school libraries. In 2004, Broward County Public Schools (BCPS) came on board and the book distribution multiplied over five-fold to 7,800 books. Last year's milestone 5th year had a record-breaking distribution of 23,000 books!

For 2008 OPBOC will also be distributing 23,000 copies of ***Max's Words***. The campaign officially launches on September 26th with a kick-off event encouraging all 1st grade classes in Miami-Dade and Broward to read this year's selection, complete the educational activities, and submit entries for the OPBOC contest. An activity guide with fun projects and games will be available for download on the www.wlrn.org and www.flcenterlitarts.org websites.

Throughout the month of October, celebrity readers will visit various elementary schools in both Miami-Dade and Broward to read ***Max's Words*** and participate in literacy activities. Celebrities include M-DCPS Superintendent Dr. Rudy Crew, Sen. Bob Graham, and Miami Metro Zoo's Ron Magill.

The literacy campaign culminates November 13th through November 15th when author Kate Banks visits several South Florida elementary schools and makes an appearance at the Miami Book Fair International. The OPBOC contest winners are chosen and the winning entries are showcased at the Miami Book Fair.

One Picture Book, One Community is an outreach project promoting early childhood education and literacy presented by WLRN's Ready To Learn (RTL) initiative in partnership with the Florida Center for the Literary Arts (FCLA) at Miami-Dade College (MDC). Community sponsors include Miami-Dade County Public Schools (M-DCPS) and Broward County Public Schools (BCPS).

For more information regarding *One Picture Book, One Community*, contact Lisa Bethune at 305-995-2195 or lisapbet@wlrn.org.

About WLRN-TV Channel 17

WLRN Channel 17 is a Public Broadcasting Service (PBS) member station licensed to the School Board of Miami-Dade County, Florida. During an average week, Channel 17 reaches over 600,000 TV households in the Miami - Ft. Lauderdale area with a viewing audience in four South Florida counties, from Palm Beach to Key West. WLRN is Florida's leading PBS Ready To Learn station airing thirteen hours of award-winning children's programming daily. WLRN-TV also presents the best of the PBS nationally recognized series to compliment locally produced programs and specials. Our prime time schedule features an array of arts, performance, science, and documentary specials to address the diverse interests of the South Florida community.