



NEWS

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Sara Massey of New Orleans named Reading Is Fundamental Ambassador for Louisiana

*Volunteers in 50 states to expand reach of nation's oldest and largest
children and families' literacy nonprofit organization*

New Orleans, LA. March 10, 2010- Reading Is Fundamental (RIF) announces that Sara Massey of Communities In Schools of New Orleans will represent Louisiana as a RIF ambassador.

The RIF Ambassadors initiative, sponsored by Macy's, RIF's lead partner for Volunteer Engagement, bestows a working honor on RIF volunteer coordinators in 50 states, recognizing the valuable role of committed local volunteers in advancing RIF's mission of a literate America in which all children have access to books and discover the joy and value of reading. The initiative will also provide a structure of support for selected ambassadors to promote children's literacy and RIF in their communities.

Each RIF ambassador will be responsible for three activities throughout 2010 that reflect their interests and their region. Activities include blogging, children's letter writing campaigns, congressional member site visits or meetings, organizing a local gathering, outreach to a new group, publicity of their local RIF program, engaging children in summer reading, or sharing the story of a child touched by RIF.

Communities In Schools has been a RIF program for 2 years. During this time, they have provided more than 12,000 books to elementary school children in six Orleans parish public schools.

"Each year, RIF is able to help 4.5 million children in the U.S. discover the joy of reading, thanks to engaged and committed volunteers," said Carol H. Rasco, RIF president and CEO. "The RIF ambassadors program will allow us to further connect with all coordinators in all states."

Reading Is Fundamental, Inc. (RIF), founded in 1966, motivates children to read by working with them, their parents, and community members to make reading a fun and beneficial part of everyday life. RIF's highest priority is reaching underserved children from birth to age 8. Through community volunteers in every state and U.S. territory, RIF provides 4.5 million children with 16 million new, free books and literacy resources each year. For more information and to access reading resources, visit RIF's website at www.rif.org.
Discover the Joy!

RIF is grateful to Macy's for its generous support as the National Lead Partner for Volunteer Engagement. Giving back is one of Macy's core values, in large part through Macy's employee volunteer program, Partners in Time, which celebrates its 21st anniversary this year. Macy's impacted its communities with 1.7 million hours of service since 1989, valued as a \$28 million contribution to those nonprofit organizations they serve. Macy's volunteers were honored to receive the Points of Light/Hands On Network's Award for Excellence in Workplace Volunteerism and about a third of Macy's volunteer projects benefit education, children and school partnerships.

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