



For Immediate Release
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BROOME COUNTY CHILDREN, AGES BIRTH TO 5, CAN WIN PRIZES IF THEY READ 100 OR MORE BOOKS BETWEEN JANUARY 15TH AND MARCH 31ST.

The “**Cuddle Up and Read**” Early Learning Reading Challenge encourages parents and caregivers to read with their children daily. It is sponsored by Building Brighter Futures for Broome, a coalition of over 30 early childhood providers that promotes healthy children, effective parenting, and quality child care and education.

A Challenge Celebration will be held on **SATURDAY, MARCH 31st FROM 10:00 A.M. TO NOON** at the Broome County Library, 185 Court Street, Binghamton.

Participants who have read 100 or more books will be entered into drawings for prizes related to reading and literacy. There will also be “hands-on” activities for young children.

Contact Mary Ellen Lollie at 762-8197 or lollowm@binghamtonschoools.org to request a Reading Challenge Tally Sheet to track the number of books read or get one online at www.uwbroom.org.

For children to become strong readers, they need a literacy-rich environment which includes parents and caregivers who surround them at early age with books and read to them daily. This sets the stage for school readiness and successful future learning.



Effective Parenting. Healthy Children. Quality Childcare. Early Childhood Education.

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