**National Reading Month - Million Book March Press Release**

**[ORGANIZATION NAME] and Reading Is Fundamental Celebrate Reading During National Reading Month**

**(YOUR ORGANIZATION’S CONTACT NAME, EMAIL, PHONE NUMBER)**

**(CITY, STATE– DATE OF RELEASE**) -- (ORGANIZATION NAME HERE) will celebrate the power of children reading during National Reading Month, March 1 – 31, 2019.

(INSERT YOUR ORGANIZATION NAME HERE) in collaboration with Reading Is Fundamental (RIF) is launching a month-long celebration to encourage and to highlight the transformative power of reading. This campaign encourages students across the United States to read a collective one million books during National Reading Month, MARCH 1-31, 2019, as part of RIF’S Million Book March.

(INSERT YOUR ORGANIZATION NAME HERE), along with schools and community groups across the country, is working to inspire a passion for reading among all children. The *Million Book March* features an online book counter (rif.org/millionbookmarch), so parents and teachers can easily enter the number of books their children read, then watch the number of books read nationally start to add up. The campaign features a special curated collection of books with free, downloadable literacy tools, including games, activities, and videos, aligned with each book.

(CUSTOMIZE WITH ACTIVITIES YOU’RE PLANNING LOCALLY) Locally, (SCHOOL NAME) will be participating in National Reading Month by (PROVIDE DETAILS IF RELEVANT)

Reading Is Fundamental invites literacy advocates coast to coast to participate in Million Book March and encourage the children in your life to read.

***[INCORPORATE A QUOTE FROM AN EXECUTIVE OF YOUR ORGANIZATION HERE.]***

“Reading Is Fundamental is committed to creating a culture of literacy in communities nationwide and ensure every child has the fundamental building blocks needed to achieve their highest potential. Reading is the necessary foundation for all children that puts them on the pathway for success,” says Reading is Fundamental President and CEO, Alicia Levi. “For over 50 years, Reading Is Fundamental has supported communities with the resources they need to impact children in their communities, and we are excited to partner with (INSERT ORGANIZATION) to bring *Million Book March* to (INSERT CITY OR AREA).”

**About (YOUR ORGANIZATION NAME HERE):**

BOILERPLATE LANGUAGE HERE: THIS SHOULD BE A BRIEF SUMMARY OF YOUR ORGANIZATION AND ITS MISSION.

**ABOUT RIF:**

Reading Is Fundamental (RIF) is committed to a literate America by inspiring a passion for reading among all children, providing quality content to create impact, and engaging communities in the solution to give every child the fundamentals for success. As the nation's largest non-profit organization for children's literacy, RIF has provided more than 415 million books, impacting the lives of 50 million kids in all 50 states.