

# SLATESTUDIOS

Macy's "Brighter Futures Initiative" Campaign  
July BMF #6 | RIF Reading is Fundamental |v1 audio

:30 PRE ROLL SCRIPT

**VO Read by Slate Show Host:**

Hey there (SHOW TK) listeners!

Before we get started I want to let you know about a story coming up a little later in the show.

It's from our partners at Macy's.

For the last 19 years Macy's has partnered with Reading Is Fundamental - the nation's largest children's literacy non-profit- providing 15 million free books to kids across the country.

From July 1st to 31st you can support Reading Is Fundamental by rounding up your Macy's in-store purchase – or donating online.

Stick around to hear from Ingrid, an elementary school principal. And find out how Reading is Fundamental has impacted the students in her school and greater community.

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:90 MIDROLL SCRIPT

INTRO

HOST-NARRATOR DISCLAIMER:

**This podcast is brought to you by Slate Studios and Macy's.**

HOST-NARRATOR:

**Hey ya'll, what's up. It's your girl Lynae Vanee.**

**I'm a writer, creator, and a change-maker.**

**And here's a fact that could use some serious changing:**

**Did you know that twenty-five million children in the U.S. cannot read proficiently?**

**That's what is so exciting about Macy's partnership with Reading Is Fundamental, the largest children's literacy non-profit in the nation.**

**They're on a mission to ensure all children have the ability to read and succeed.**

**It's Ingrid mission too:**

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Dr. Ingrid Bynum: I'm Dr. Ingrid Bynum, the proud principal of a K through 8 school located in Virginia.

So when I was growing up, my family was poor-and we could not afford extras such as books.

When I was in fourth grade, Reading is Fundamental came to my school to do a book distribution and RIF gave me the very first book I ever owned. And that book changed the trajectory of my life. It was the start to my love of reading.

As a principal, the best part about RIF is that every child in the school receives books regardless of their circumstances.

Macy's has been pivotal in helping RIF provide new books and resources to students who need them the most. One book. One book to change a child's life.

When a child becomes a reader, it opens up many doors for opportunity for them to have an amazing future.

## **OUTRO:**

**Now's the time to inspire a passion for reading among all children.**

**This July, when you round up your purchase at Macy's – or donate online – you'll help fund Reading Is Fundamental and their efforts to close the youth literacy gap across America.**

**Find out how Macy's is creating brighter futures for all– at Macy's dot com slash purpose.**