



## Pacific Library Partnership

As this press release indicates, PLP is a proud partner in The Re(a)d Zone, the Bay Area Early Literacy Initiative to increase third grade reading proficiency, spearheaded by the Super Bowl 50 Host Committee.

We have just received permission to use The Re(a)d Zone logo and I encourage you to display it on your website. We will also be producing clings with the logo for you to place at your library entrances.

A grant program is being developed to provide libraries with funding from the 50 Legacy Fund of the Super Bowl 50 Host Committee to promote literacy initiatives and programming in your community this fall. Application details to follow very soon!

As we have shared with you earlier, we have received the first of the deliverables as part of THE RE(A)D Zone; the Bay Area Early Literacy Initiative which is a partnership between the 50 Fund, The Campaign for Grade-Level Reading and Tuck's R.U.S.H. for Literacy. Attached please find the implementation guide which outlines the book and digital learning activities that have been made available to libraries in PLP. The Campaign refers to these as program assurances. The 50 Fund and The Campaign for Grade-Level Reading have partnered with the companies identified in the program assurances. They are asking libraries to explore and use these products. Please work to utilize these products. We know that there will be a wide range of interest and need and we are hoping to hire someone to help us work with libraries to implement these tools.

The *Community Partner Implementation Guide* can be found on the PLP website ([www.plpinfo.org/](http://www.plpinfo.org/)) under The Re(a)d Zone along with the press release and logo.

I look forward to all of your participation in this exciting venture!

Susan Hildreth  
PLP CEO