



# MEDIA ADVISORY

**FOR IMMEDIATE RELEASE**  
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## **GOV. BREDESEN DESIGNATES THIRD WEEK IN SEPTEMBER AS FOURTH ANNUAL IMAGINATION LIBRARY WEEK IN TENNESSEE**

**COLUMBIA, TENN.** – Maury County will publicize the benefits of books for young children in a big way, as Gov. Phil Bredesen has again proclaimed the third week in September as Imagination Library Week in Tennessee, kicking off a fun-filled statewide celebration of Dolly Parton's Imagination Library. Now in its fourth year, Imagination Library Week, Sept. 13 – 19, is packed with events aimed at bolstering enrollment and fund-raising in nearly all 95 counties, including our own!

**WHO:** Employees from Target (Spring Hill)

**WHAT:** will be reading to the children at Riverside Elementary

**WHEN:** Friday, September 18<sup>th</sup>, 9:00am – 2:00pm

**WHERE:** Riverside Elementary School

**If you are interested in having someone read to your students, please contact Jan McKeel 931-375-4200.**

"Now that almost 60 percent of all eligible children in Tennessee is registered in this important pre-kindergarten literacy program, I recognize there are still many more families with young children left to reach," said Gov. Bredesen. "Imagination Library Week is an opportunity to generate greater awareness for the program, and the importance of reading to children regularly as preparation for formal education. Thanks to the dedication and hard work of volunteers in all 95 counties, strong partners like our public libraries, and the generosity of local and statewide donors, we are working toward instilling a love of books and reading –at the earliest possible age– in all Tennessee children."

Imagination Library Week 2009 is brought to you by the generous support of **Dollar General Corp.**, a statewide sponsor of the Governor's Books from Birth Foundation headquartered in Goodlettsville, Tenn., with a longstanding tradition of supporting literacy and education initiatives. Tennessee's Dollar General locations will support county Imagination Libraries during the celebration week by: allowing volunteers to man informational tables at stores, encouraging customers with young children to enroll; and stocking enrollment brochures in key areas of visibility inside stores. Tennessee is home to more than 400 Dollar General retail locations in all 95 counties.

Created in 1996 by Dolly Parton in her hometown of Sevierville, Tenn., the Imagination Library mails a new, age-appropriate, hardcover book every single month to registered children from birth to age five, at no cost to the family and regardless of income. Any child in Tennessee under age five can be registered for the Imagination Library. Fifty-seven percent of our state's eligible population – over 212,000 children – is currently registered in the program and will receive a free book in September. In Maury County, currently 3,991 children are registered – approximately 84 percent of children under age five residing in the county.

The cost of delivering 12 hardback books to one child is \$14 annually. Sponsor a child in the Imagination Library with a tax-deductible contribution. Visit [www.GovernorsFoundation.org/give.php](http://www.GovernorsFoundation.org/give.php), or send a check made payable to Maury County's Imagination Library, and mail to #8 Public Square, 2<sup>nd</sup> Floor, Columbia, TN 38401.

**Dollar General** is a leading discount retailer with more than 8,500 neighborhood stores. Dollar General stores provide convenience and value to customers by offering consumable basic items such as food, snacks, health and beauty aids and cleaning supplies, as well as basic apparel, house wares and seasonal items at everyday low prices. Since its inception in 1993, the Dollar General Literacy Foundation has awarded more than \$38.4 million in grants to nonprofit organizations, helping more than 2.1 million individuals take their first steps toward literacy, a general education diploma or English proficiency. To learn more, visit [www.dollargeneral.com](http://www.dollargeneral.com).

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