

LAURA MILLER
MAYOR



CITY OF DALLAS

MEDIA RELEASE

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Young Bookworms Recognized at Mayor's Summer Reading Program End-of- Summer Party

DALLAS- Over 15,000 Dallas area children spent over 380,000 hours with their noses buried in books this summer! All of this reading was part of the *2006 Mayor's Summer Reading Program*.

To celebrate the record-breaking reading, Mayor Miller along with the program's title sponsor, Time Warner Cable, and the Dallas Public Library hosted the annual "End-of-Summer Party" on the Plaza at City Hall for the participants.

This summer, participation in the *Mayor's Summer Reading Program* is up: 15,380 readers logged 380,748 hours!

This annual program, themed "Readers Are Leaders", is designed to encourage young people to read during the summer months and to strengthen the reading skills learned during the school year.

"When I was eight years old, I used to hide under the bed covers way past my bedtime and read books with a flashlight. I just couldn't get enough of reading - it always transported me to a wonderful new place, filled with extraordinary people, at a time when I rarely ever traveled more than a few miles from my house in suburban Massachusetts," the Mayor said.

"Children have so many choices for summer entertainment and my goal is to inspire children to make reading part of their summer fun! My hope is that summer reading will lead to a generation of children who love to read and continue reading as adults. I am very happy to see the high level of participation in our program," Miller continued.

The Dallas Public Library has offered a special summer reading program for more than 40 years. In 1997, it became known as the *Mayor's Summer Reading Program* because of the support of the Mayor's office. Since that time, nearly 160,000 kids have participated in the program.

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Since 1998, the local cable company has stepped up as the Title Sponsor of the *Mayor's Summer Reading Program*.

"Time Warner Cable is proud to carry on the tradition our predecessors have established in the Mayor's Summer Reading Program. Time Warner Cable's commitment to its communities also has a long tradition, and it is demonstrated by the energetic and enthusiastic contributions of our employees," said Theresa Flores, Director of Franchising & Government Affairs for Time Warner Cable.

Along with Time Warner Cable's donation, grand prizes were awarded and included a \$500 Savings Bond from Bank of America and Government Banking Group; personal computers and MP3 Players donated by the Dallas Mavericks; \$1000 Savings Bond and Most Teen Volunteer Hours Award from Coca Cola Bottling Company of North Texas; use of a Texas Rangers Suite provided by Ameriquest Mortgage Company; and essay contest winners honored by Nasher Sculpture Center and Texas Business Journal.

Each year, the Mayor's Summer Reading Program enrolls more than 15,000 children who, in turn, read almost 400,000 hours!

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