



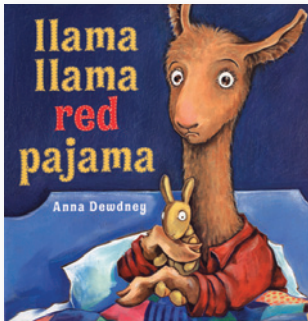
Set *new* records with **We Give Books** during Jumpstart's Read for the Record



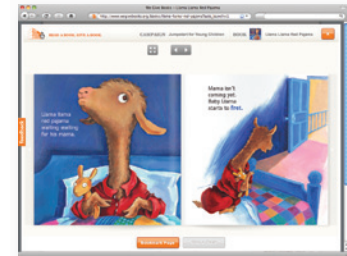
Please join Penguin Books, the Pearson Foundation, and record-breakers everywhere on **Thursday, October 6, 2011**, as together we read Anna Dewdney's *Llama Llama Red Pajama*. By taking part, you'll help to set a new world record for the greatest number of people reading the same book on the same day. This year for the first time you can also set a new record for the largest reading of a digital book – by enjoying the Llama Llama story online for free at www.wegivebooks.org!



Presented in partnership with the Pearson Foundation, Jumpstart's Read for the Record Campaign is also your chance to experience and share the important work Jumpstart undertakes every day in preschools across the United States. For the sixth consecutive year, we're sharing books; organizing local reading celebrations; and encouraging students, teachers, schools, and libraries throughout the country to help showcase the vital role that daily reading plays in shaping a lifetime of learning.



Again this year, We Give Books and our loyal digital readers are making it possible for more children to take part in this important – and fun – celebration of literacy. Between now and October 6, We Give books will provide 50,000 free copies of *Llama Llama Red Pajama* to children in more than 200 school districts, as well as making the book available for free online reading at www.wegivebooks.org. No matter where you are on



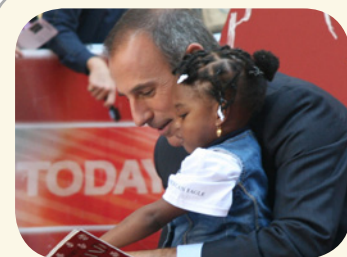
October 6, take part and immediately confirm your contribution to the new world record.

Get started now!

- 1. Pledge to read online at We Give Books.** When you do, you'll have the chance to let us know you'll be reading for both the digital and overall reading records. You'll also find all the tools you need to set up your reading celebration, including engaging activities and other resources.
- 2. Read today at We Give Books.** As you get ready for October 6, you can help to donate 50,000 books to children in need across the country.
- 3. Help set a record on October 6** and at the same time you can help to donate even more early-reading books – enough to provide a complete reading library to accompany Jumpstart's essential early-learning curriculum in every classroom they serve.

Find out more.

Please visit www.wegivebooks.org/readfortherecord today to learn more and to register for this year's big event.



The day starts on NBC's "TODAY" show and continues all day long at thousands of reading events in schools, libraries, and community centers across the country.