

FOR IMMEDIATE RELEASE

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‘Once Upon a Book Drive’ Kicks Off, Collecting Books for WI Children in Need

Childcaring on behalf of Supporting Families Together Association (SFTA) asks for your support in giving every child a happy ending through Once Upon a Book Drive, which started June 15 and runs through the end of August. This annual drive benefits early education programs and families statewide by placing quality literature into the hands of children who need it most.

Wisconsin Rapids (July 2, 2015) – With the help of their members, including Childcaring, and community supporters, SFTA collected over 5,600 books for Wisconsin children in need during last year’s first Once Upon a Book Drive—**over 5 times** the original goal. Together, we aim to top that number this year.

"Having access to books is a crucial aspect of early development," said Micki Krueger, Childcaring Assistant Director. "Reading, listening to and interacting with books, even as an infant, supports language processing, social emotional development, communication skills, and a variety of other developmental milestones that can determine a child’s outcome later in life."

SFTA will distribute collected books to early education programs and families in need across the state, with the assistance of member Child Care Resource and Referral agencies (CCR&Rs) and Family Resource Centers (FRCs). Childcaring will distribute books locally. Level of need for receiving books will be based on several criteria set by SFTA to ensure that books go to where they will have the greatest impact. Books donated should be new or gently used and appropriate for children from birth to 12 years old, with an emphasis on infant and toddler books (due to need). Buy books through [AmazonSmile](#) and ship them directly to SFTA, or donate them in person. [Book donation points are set up across the state](#). Locations include:

- Childcaring, Inc. (Wisconsin Rapids Office), 1107 W. Grand Ave., Wisconsin Rapids, WI & (Wausau Office), 1500 Merrill Ave., Ste. 201, Wausau, WI
- Portage County Public Library, 1001 Main St., Stevens Point, WI
- Lester Public Library of Vesper, 6550 Virginia St., Vesper, WI
- T.B. Scott Free Library, 106 W. 1st St., Merrill, WI

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••• Childcaring Office Locations •••

Wisconsin Rapids Office ••• 1107 West Grand Avenue, Wisconsin Rapids, WI 54495 **p)** 715.423.4114 **f)** 715.423.2444

Merrill Office ••• 407 West Main Street, Merrill, WI 54452 **p)** 715.539.9779 **f)** 715.539.9771

w) www.childcaring.org **e)** info@childcaring.org **p)** 800.628.8534 ••• Find Us On Facebook: www.facebook.com/ChildcaringInc

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Studies show that children from lower-income families are generally less exposed to language stimulation, as you might get from reading a book. This lack of early exposure can lead to significant developmental disparities, with children from lower-income families 6 months behind their more advantaged peers in language understanding and use by the time they are 2 years old. This gap can widen as these children age, and have a notable effect on their future successes in school and career opportunities. Giving children access to a literacy rich environment early on is a big step in addressing this issue, and is the primary goal of Once Upon a Book Drive. We hope you will join us in achieving this goal for Wisconsin children.

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About Childcaring

Childcaring, your local child care resource & referral agency, is an United Way Partner Program dedicated to providing quality child care information, and partnering with parents, care providers, business leaders, and community organizations to make quality care available to Central Wisconsin families in Adams, Clark, Langlade, Lincoln, Marathon, Marquette, Portage, Taylor, Waushara, and Wood counties. To learn more about Childcaring visit: www.childcaring.org

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