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Primrose Schools® Donates More Than \$124,000 to Reach Out and Read
Schools Support Childhood Literacy through Annual Fundraising Events

ATLANTA (Dec. 8, 2011) – With its 2011 donation of more than \$124,000, Primrose Schools has donated nearly \$1 million since the inception of its six-year partnership with Reach Out and Read, a national non-profit organization that partners with doctors to provide books to America's youngest and most at-risk children.

Each spring, the 230-plus Primrose Schools across the country each host a Spring Fling event to raise money for the Primrose Children's Foundation. Involving students, parents, staff, local neighboring businesses and the community at large, these Spring Fling events help build character development and instill a commitment to philanthropy at an early age. This money is then pooled and donated to non-profit partners like Reach Out and Read, making a significantly larger impact. This annual donation to Reach Out and Read will help provide books for children and critical early literacy advice for parents via pediatricians' offices nationwide.

"I want to extend a huge thank you to the thousands of Primrose families and staff across the country who hosted some fantastic events to raise money for Reach Out and Read," says Earl Martin Phalen, CEO of Reach Out and Read. "During these more challenging economic times, it's heartwarming to know that organizations like Primrose Schools are still as committed as ever to giving back and making a difference in the lives of so many children and families."

Across the country, more than one-third of American children enter kindergarten without the basic language skills they will need to learn to read. The partnership between Primrose Schools and Reach Out and Read continues to reduce this disparity by educating parents about the importance of reading aloud to children.

This year, 230-plus Primrose Schools raised more than \$225,000 for the Primrose Children's Foundation which benefits Reach Out and Read, Children's Miracle Network Hospitals® and other charities that help children and families. To learn more about the national organizations supported by the Primrose Children's Foundation, visit [Reach Out and Read](#) and [Children's Miracle Network Hospitals](#).

About Primrose Schools

Founded in 1982, Primrose Schools is the nation's leader in providing consistent, accredited early childhood education and child care services in more than 230 schools in 16 states. Primrose School's foundation is based on a dedicated and passionate group of early childhood professionals providing high quality education with a balance of learning, character development and play.

Primrose School's Balanced Learning® curriculum blends teacher-directed and child-initiated activities and is consistently delivered in all Primrose Schools nationwide. This exclusive curriculum is standards-based and enables teachers to help children build a foundation of knowledge and skills that will enable them to move successfully from one level of development to the next. Primrose is the first preschool organization in the country to achieve the gold standard in educational accreditation from AdvancED and to require all of its schools to become SACS CASI or NCA CASI accredited. For more information about Primrose Schools, visit www.PrimroseSchools.com.

About The Primrose Children's Foundation

The Primrose Children's Foundation is a not-for-profit organization that was created to combine fundraising efforts from individual Primrose Schools. All schools contribute to the Foundation at least once a year by donating a portion of the money raised through their Spring Fling event. The combined funds are then used to make an even greater impact on the lives of young children and families in need. The Foundation has always supported organizations that focus on the needs of young children and their families. Most recently, the Foundation has focused its efforts on supporting two national organizations, [Reach Out and Read](#) and [Children's Miracle Network Hospitals®](#).

About Reach Out and Read

Reach Out and Read is an evidence-based, national nonprofit organization that prepares America's youngest children to succeed in school by partnering with doctors to prescribe books and encourage families to read together. Reach Out and Read currently serves one-third of the most impoverished children in the U.S. The Reach Out and Read model is endorsed by the American Academy of Pediatrics, and the program has one of the strongest records of research support of any primary care intervention. This year, Reach Out and Read's 28,000 volunteer doctors and nurse practitioners will provide 6.4 million new books to nearly 4 million children at 4,779 healthcare locations in all 50 states. For further information, please visit Reach Out and Read's website at www.ReachOutandRead.org.

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