MAISD
Muskegon Area
Intermediate School District

630 Harvey Street
Muskegon, Michigan 49442-4278
Phone 231-777-2637 *Fax* 231.773.1028
www.muskegonisd.org

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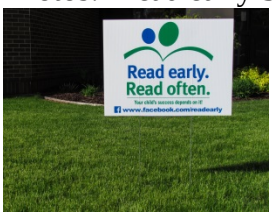
PRESS RELEASE

Contacts: Dr. John Severson, MAISD Superintendent, 231-767-7202 or jseverson@muskegonisd.org
Laura Chaffee, Read early. Read often. Liaison, 231-767-7297 or lchaffee@muskegonisd.org

Photos: Read early Sign, Book house. Read early bib. Read early logo.



Read early. Read often. gathers books for tiniest readers in October

Officials with the countywide Read early. Read often. initiative are asking community members to donate new books to be given to babies and toddlers. They are also seeking gently used books to be distributed through little libraries, food trucks and community events. The drive runs through the month of October.

Books can be dropped off at all local public schools, the ten Muskegon Area District Libraries, Hackley Library, White Lake Community Library, Baker College, Muskegon Community College, the Muskegon Area Intermediate School District, Wesley School and the Muskegon Area Career Tech Center. Read early. Read often. is also seeking corporate partners and individuals to provide funds to purchase new books.

Read early. Read often. is currently giving away about 1,500 new books a month to families and through community agencies, medical and dental offices, and others who work closely with infants and toddlers. Private donations from businesses, individuals, and grants have made this possible.

“This initiative has generated wide-spread support for getting everyone to read every day, everything, everywhere. While we have been able to provide books up to this point, we are concerned that we will not be able to keep up our current pace without support from our community,” said Read early. Read often. Liaison Laura Chaffee.

Chaffee said she has nearly exhausted the almost 5,000 new and used books donated through an MLive book drive back in September of 2015. The books have been used to supply food truck giveaways, community events, and numerous little libraries that have popped up throughout the county since Read early. Read often. began in 2014.

“I’m always surprised by the level of support provided by our incredibly generous community,” said Chaffee. “I can’t wait to see what we do together this year!”

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