



*News From*

# Maggie Brooks

*Monroe County Executive*

**For Immediate Release**

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## **BROOKS LAUNCHES MONROE COUNTY SUMMER READING PROGRAM**

***Innovative County/Library Partnership Encourages Kids to Read***

**County Executive Maggie Brooks** today unveiled the inaugural Monroe County Summer Reading Program at the Strong National Museum of Play's "Reading Adventureland." The program is free and open to all children ages 5-14. **Brooks** was joined by Library Director Patricia Uttaro and Strong Museum CEO Rollie Adams.

*"The Monroe County Reading Program was created to increase reading among young students during the summer months," said **Brooks**. "While summer vacation is a time for fun, it can also be a time for learning. We encourage kids from across the County – private, public and home-schooled – to sign up. A strong education is the key to success for our children, and this program will bring them one step closer to achieving their dreams."*

The Monroe County Summer Reading Program was created to encourage more middle school and elementary school age kids to read throughout the summer months. Registration for the program is through the Monroe County Library system, encouraging more young people to apply for a library card and become more active within their library branch.

*"I am excited to begin this new program with Monroe County," said **Library Director Patricia Uttaro**. "I believe this program will benefit the Monroe County Library System by increasing our registration numbers; which will ultimately get more kids to read and learn."*

Students who sign up for the Monroe County Summer Reading Program will receive a bookmark they can use to help track their reading. The top readers in their age range will be eligible for one of over 650 prizes, which have been donated by several local businesses and not-for-profit agencies:

- Strong National Museum of Play
- Greater Rochester International Airport
- Seneca Park Zoo
- The Lamberton Conservatory
- Dentzel Carousel at Ontario Beach Park
- Rochester Museum and Science Center and Strassenburgh Planetarium

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**Monroe County Summer Reading Program**

- Rock Ventures
- George Eastman House
- Bill Gray's and Abbott's Frozen Custard

*"The generosity of the Summer Reading Program's sponsors show that the spirit of giving is alive and well in Monroe County,"* concluded **Brooks**.

The Monroe County Summer Reading Program will conclude with a "Knowledge Bowl" competition for the older participants. Teams of students will challenge each other in a tournament-style competition for additional prizes. The dates of the "Knowledge Bowl" will be announced later this summer.

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