



## News Release

October 6, 2008

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### Swing Into a Good Book

Sioux Falls, SD – Families in the Sioux Empire will celebrate literacy and the adventure in reading at the “Swing Into A Good Book” Reading Festival. This year’s Reading Festival will take place from 9am-12pm at The Ramkota Exhibit Hall on October 18. The event is sponsored by Sioux Empire United Way.

Admission is FREE.

The Reading Festival will include information and resources for parents, hands-on activities for children, photo opportunities with book characters including Clifford the Big Red Dog, Mya and Miguel and appearances by Mr. Twister. All children who attend will also receive a free book!

“Reading is an enjoyable activity that can be shared between caregivers and children,” said Kristi Kranz, Reading Festival Chair. “We want all people to understand the importance of early literacy as well as the joy of it. Exposing young children to the world of reading can open so many doors for them.”

The Reading Festival began in 2001 as part of Sioux Empire United Way’s Ready to Read initiative and the Success By 6 initiative. To learn more about the 8<sup>th</sup> Annual Reading Festival please contact Kristi Kranz, Reading Festival Chair, at 336-2095.

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