



Sioux Empire United Way

**News Release**  
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## **Free Family Event Tomorrow**

Sioux Falls, SD – The 9<sup>th</sup> Annual Reading Festival is expected to draw over 1,900 parents and children from the Sioux Empire tomorrow, October 17, at The Ramkota Exhibit Hall. The event will take place from 10am-2pm. Admission is FREE.

“Reading with your children at an early age helps to prepare them for entering school,” said Kristi Kranz, Reading Festival Chair. “By showing the children how exciting the world of books can be, you’re helping to encourage an early love of reading.”

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

The Reading Festival began in 2001 as part of Sioux Empire United Way’s Ready to Read and Success By 6 initiative. Nearly 8,000 people have attended the Reading Festival since 2001. To learn more about the 9<sup>th</sup> Annual Reading Festival please contact Kristi Kranz, Sioux Empire United Way, at 336-2095.

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