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## **MEDIA ADVISORY**

### **Cleveland Elementary School to Receive the Tools They Need!**

Thousands of books will be distributed to the children of Cleveland Elementary School – a long overdue gift.....the tools to learn.

- WHO:** Fifty-five Cherry Blossom Princesses from across the nation, Congresswoman Eleanor Holmes Norton and Carolyn Snowbarger from the office of the US Secretary of Education.
- WHAT:** Politicos, princesses and VIP's will distribute and read to the students at Cleveland Elementary School. Books are donated by Capital One and The Heart of America Foundation®
- WHEN:** Thursday, April 6, 2006  
9:30 a.m. Politicos address 300 plus students  
10:00 a.m. Fifty-five Cherry Blossom Princesses distribute and read to children for a read-a-thon.
- WHERE:** Cleveland Elementary School  
1825 8<sup>th</sup> Street, NW  
Washington, DC 20001  
(202) 939-4380  
Metro: Shaw/ Howard University station
- WHY:** **DC Literacy Statistics**
- Ninety percent of all fourth graders in the District of Columbia read below established proficiency levels.(1)
  - Communities ranking high in reading achievement tests have: an abundance of books in public libraries, easy access to books in the community at large, and a large number of textbooks per student. (2)
  - Thirty-six percent of 63,373 students enrolled in DC public schools live in poverty. (4)
  - Inability to read is linked to poverty, dependence on welfare, unemployment, and crime. (3)
  - **ADDITIONAL STATISTICS AVAILABLE**

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**Available for interview:**

- The Honorable Eleanor Holmes Norton, U.S. Representative
- Office of Margaret Spellings, U.S. Secretary of Education
- Eric Schweikert, Vice President, Strategic Planning, Capital One Services, Inc.
- Angie Halamandaris, President of The Heart of America Foundation®

**Sources for statistics:**

1. National Assessment of Educational Progress (NAEP) Fourth-Grade Reading
2. Jeff McQuillan, the Literacy Crisis, California State University
3. Bridges to literacy, David K. Dickenson
4. Children's Defense Fund

**Background Information:**

- Honorable Eleanor Holmes Norton [www.norton.house.gov](http://www.norton.house.gov)
- U.S. Secretary of Education [www.ed.gov](http://www.ed.gov)
- Capital One Services, Inc. [www.capitalone.com](http://www.capitalone.com)
- The Heart of America Foundation® [www.heartofamerica.org](http://www.heartofamerica.org)

Heart of America Foundation®

The Heart of America Foundation's mission is to teach the values at the heart of America and to help people, particularly children, learn that they help themselves when they help others. Our goal is to give children everywhere the tools they need to read, succeed and make a difference. Our programs uniquely combine character education, literacy, and service learning. We are a national, nonsectarian, non-partisan, nonprofit, humanitarian organization.

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