



## **MEDIA ADVISORY**

March 2009

**Contact:**

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**\*\*\*MEDIA INVITED TO UNVEILING SATURDAY, MARCH 28, 2009 \*\*\***

### **PS 7 Abraham Lincoln to Receive Library Makeover**

*Capital One Bank, The Heart of America Foundation and community volunteers will complete the library, distribute more than 4,750 books and celebrate literacy*

- WHO:** Capital One Bank volunteers and The Heart of America Foundation, a non-profit working to help children nationwide learn to read, succeed and make a difference, will implement a READesign<sup>SM</sup> “library makeover” project at PS 7 Abraham Lincoln Elementary School in the Cypress Hills neighborhood of Brooklyn. Capital One Bank has recently launched an innovative community partnership with the Cypress Hills Local Development Corporation that concentrates volunteer and community development activities, such as the Heart of America READesign<sup>SM</sup>, in the neighborhood.
- WHAT:** The national READesign<sup>SM</sup> program works to transform school libraries by redecorating the space, revitalizing technology, replenishing book shelves and renewing community support of the powerful impact of literacy. In addition to providing children with popular classic and modern titles for their school and home libraries, the READesign<sup>SM</sup> program provides teachers with resources to help enrich students’ overall learning experience. Capital One has sponsored and provided volunteers at ten READesign<sup>SM</sup> projects across the country.
- WHERE:** PS 7 Abraham Lincoln  
858 Jamaica Ave.  
Brooklyn, NY 11208
- WHEN:** **Friday, March 27, 2009**  
**9:00 AM – 2:00 PM** – Capital One volunteers finish renovating library, read and distribute two new books to each student
- Saturday, March 28, 2009**  
**10:30 AM** – Unveiling of the new library & ribbon cutting; family celebration that includes three additional books for each child, food, arts and crafts



**WHY:** Each year, The Heart of America Foundation identifies schools across the country that are in need of a READesign<sup>SM</sup>. Since the late 1980s, a significant body of research has shown a positive relationship between school libraries and student achievement. School libraries positively influence student achievement in terms of reading scores, literacy, and general learning. Nationally, school libraries average 22 books per pupil. However, in many communities, school libraries only have one book or fewer per student. The Heart of America Foundation, through the READesign<sup>SM</sup> program, aims to bring the collections of program participants up to the national average.

**ATTENTION, MEDIA:**

**Available for Interview:**

David Dineen, Executive Vice President, Capital One Bank  
Bernard J. Duffy, Brooklyn Market President, Capital One Bank  
Angie Halamandaris, President, The Heart of America Foundation  
Nydia Acevedo, Principal, PS 7 Abraham Lincoln Elementary School

**Visuals and photo opportunities:**

- More than fifty (50) volunteers, including Capital One Bank volunteers working to READesign<sup>SM</sup> the library
- Hundreds of students receiving three books to start or add to their personal home libraries
- Unveiling ceremony and celebratory event

**About Capital One**

Capital One Financial Corporation ([www.capitalone.com](http://www.capitalone.com)) is a financial holding company whose subsidiaries collectively had \$109 billion in deposits and \$147 billion in managed loans outstanding as of December 31, 2008. Headquartered in McLean, VA, Capital One has 738 locations primarily in New York, New Jersey, Texas, and Louisiana. Its principal subsidiaries, Capital One, N.A. and Capital One Bank (USA), N. A., offer a broad spectrum of financial products and services to consumers, small businesses and commercial clients. A Fortune 500 company, Capital One trades on the New York Stock Exchange under the symbol "COF" and is included in the S&P 100 index.

**About The Heart of America Foundation**

The Heart of America Foundation's mission is 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 literacy and volunteerism. We are a national, nonsectarian, non-partisan, nonprofit, humanitarian organization. Learn more about us at [www.heartofamerica.org](http://www.heartofamerica.org).