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**Media Advisory**

**Target, Houston READ Commission, and Perceptive Marketing Present  
*Operation StoryTime***

*Promoting literacy in families of low socio-economic status*

**WHO:** Target, and the Houston READ Commission, in partnership with Perceptive Marketing, launches a community children's literacy program, **Operation StoryTime**. The program will target low-income schools that have no budget for extracurricular literacy projects. Authors will visit the schools and share with students their love of literature. Each student will receive a free book to take home and read with their family, thus promoting literacy among entire families. The student will then return to school and relate the experience of reading the book in either oral or written format.

**WHAT:** Press conference to introduce Operation StoryTime. Our mission is to increase literacy among entire families by sponsoring author visits to low income schools and providing free books for students to read at home with their families.

**WHEN:** Friday, March 27, 2009 at 10:30 a.m.

**WHERE:** Houston Public Library (downtown), 500 McKinney, Houston, TX  
<http://www.hpl.lib.tx.us/>

**SPEAKERS:** Tracy Baskin, Executive Director, Houston READ Commission  
Representative from Target  
Kathy Williams, former Vice President of News at KRIV-TV and an author  
Representative of Houston Public Library

**INVITED GUESTS:** Mayor Bill White and Andrea  
Houston City Council  
Congress men and women  
Representatives  
Houston READ Commission providers

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