



City of Arts & Innovation



News Release

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'READ WITH THE MAYOR' COMES TO CASA BLANCA LIBRARY

Riverside Mayor Rusty Bailey continues visits to neighborhood libraries to emphasize the importance of reading aloud to young children

RIVERSIDE, CA (April 15, 2014) – Riverside Mayor Rusty Bailey will bring the popular “Read with the Mayor” event, in which he reads to pre-kindergarten children and discusses the importance of early reading, to the Casa Blanca Library, 2985 Madison Street, at 5:30 p.m. Thursday (4/17).

The “Read with the Mayor” program, which started last October, emphasizes the importance of introducing reading in early childhood, which instills a love of books while helping children develop a wider vocabulary and a curiosity about their world. Children who attend will receive free books from the non-profit organization, A Foundation for Kids.

Educators point to reading proficiency as a key indicator of a student’s future success in school. Both the Alford and Riverside unified school districts, faith communities and numerous non-profits are united in promoting the importance of early reading.

“We all need to reinforce both the fun and importance of reading to our children; and 20 minutes a day is a great way to create a habit and reading culture” said Bailey, who worked as a high school teacher before becoming Mayor.

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