



MEDIA ALERT

FOR IMMEDIATE RELEASE
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COALITION SEEKS SPONSORS FOR 4th ANNUAL "STORYBOOK FOREST" EVENT

The event, which drew more than 900 community members in 2012, is held in honor of the 18th Annual Children's Week presented by Comcast, a statewide celebration of Early Childhood Education that brings awareness to legislators and community leaders.

The Early Learning Coalition of Pasco and Hernando Counties, Inc. is seeking sponsors for its 4th annual "Storybook Forest" event on **Saturday, April 6, 2013 from 11 AM to 2 PM at Crews Lake Wilderness Park**, 18739 Crews Lake Drive, Spring Hill, 34610, to support Children's Week and Early Childhood Literacy.

Early Childhood Educators in Pasco and Hernando Counties will create interactive displays based on children's novels. Children will learn about the story and create a related make-and-take project at each display. Last year, more than 900 attendees enjoyed stories like "The Very Hungry Caterpillar," "The Gingerbread House," and "If You Give A Mouse A Cookie."

Children will meet-and-greet popular characters **Clifford the Big Red Dog, The Berenstain Bears** and **Olivia the Pig**. Children can have their picture taken with the characters for free and will receive a book related to the character.

The Storybook Forest is one of hundreds of events held throughout Florida to celebrate Children's Week (**April 7-12**).

"Children's Week activities put a much-needed spotlight on issues facing our children," said Children's Week organizer Jason Zaborske. "This is a great opportunity to bring thousands of parents, children, professionals, advocates, community leaders and concerned citizens together to share valuable knowledge and information about children's issues across the state and in our state Capitol."

For more information about Children's week, visit www.childrensweek.org.

For sponsorship opportunities, or for more information about Storybook Forest, contact Quality Supervisor Bev Doucet at b.doucet@phelc.org or call (727) 233-8291.

For more information about the Coalition and its services, visit www.phelc.org.

About Children's Week

Over the past 16 years, the only broad-based promotion of children and family issues in Florida has been Children's Week. A true grassroots event since its inception, Children's Week is supported by over 80 different non-profit, corporate, philanthropic, faith-based, organizations and state agencies.

Children's Week develops and implements over 200 community events and activities statewide, bringing thousands of parents, children, policy makers, professionals, community leaders and concerned citizens together to share valuable knowledge and information about children's issues in each community across the state and at the State Capitol.

About the Coalition

The Early Learning Coalition of Pasco and Hernando Counties, Inc. is one of 31 Early Learning Coalitions in Florida. It works to ensure that programs and services are available to assist families with young children during their formative years. Florida's Voluntary Prekindergarten (VPK) program is for all children who are four-years old on or before September 1st. School Readiness provides subsidized child care for low-to-moderate income working families. Starting as separate organizations in 2000, Pasco and Hernando counties joined forces to form the Early Learning Coalition of Pasco and Hernando Counties in 2005. The non-profit serves over 9,000 children between infancy and eight years old, working with more than 300 providers in the counties.

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