



MEDIA ALERT

FOR IMMEDIATE RELEASE

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COALITION SEEKS SPONSORS FOR 7th ANNUAL "STORYBOOK FOREST" EVENT

This ever-growing event, which drew more than 3,500 community members in 2015, is an extended celebration of the 21st Annual Children's Week, 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 pursuing sponsors for its 7th annual "Storybook Forest" event will be held on **Saturday, March 5, 2016 from 11 AM to 2 PM at Crews Lake Wilderness Park**, 18739 Crews Lake Drive, Spring Hill, 34610, in support of Children's Week and Early Childhood Literacy.

Early Childhood Educators from Pasco and Hernando Counties will create interactive displays based on children's books. Children will learn about the story and craft a relevant make-and-take project at each display. Last year, more than 3,500 attendees enjoyed stories like "Pete the Cat," "Rainbow Fish," "Charlotte's Web," "The Giving Tree," "Cat in the Hat," and "The Wizard of Oz."

Children will also have the opportunity to meet some of their favorite characters such as **Clifford the Big Red Dog, Elmo, The Bernstein Bears, Curious George, Cat in the Hat**, and many more!

As of now, this popular event is sponsored by Bay News 9, WEDU, Publix, and Staywell, but welcomes supporters who want to strengthen the opportunity for families to enjoy a day of entirely free fun.

The Storybook Forest is one of hundreds of events held throughout Florida to celebrate Children's Week (January 24, 2016 - January 26, 2016) by bringing together child advocates to deliver the message that every child in Florida must be healthy, ready to learn, and able to achieve their full potential. Children's Week was recently moved to an earlier date this year however, Storybook Forest continues the celebration by providing opportunities for children to become inspired by the allurements of reading.

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.

To learn more about the Coalition and its services, visit www.phelc.org.

About the Coalition

The Early Learning Coalition of Pasco and Hernando Counties, Inc. is one of 30 Early Learning Coalitions in Florida. 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. The non-profit serves over 13,000 children between infancy and twelve years old, working with more than 400 providers in the counties.

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