



FOR IMMEDIATE RELEASE

Media Contact: Ginger Atwood, The Alexis Agency

Phone: (772) 231-5999

**Senior Resource Association (SRA) and Moonshot Moment will deliver free books via GoLine during
National Literacy Week
Both organizations team up to distribute books through the public transit system
January 25th – 29th**

Vero Beach, FL - January 12, 2016 - Senior Resource Association and Moonshot Moments have teamed up to celebrate National Literacy Week by distributing books via our GoLine transit system. Volunteers will distribute more than 750 free children's books at the GoLine bus depot on Thursday, January 28th. Geared for children ages 3 to 10, each rider will be offered 5-10 books of their choice. All of the books were donated during The Learning Alliance's Page It Forward book drive last year.

Giving children age-appropriate books will help them reach their reading potential and help further Moonshot Moment's goal of 90% literacy by third grade for all children in Indian River County. Third grade is a critical point because, "up until then, you're 'learning to read' so that you can then 'read to learn,'" said Marie O'Brien, Moonshot Academy Program Director.

Research finds that when kids have access to books in their own home, their reading skills and academic performance improve significantly, according to Tom Jacobs, author of *Books in the Home are Strongly Linked to Academic Achievement*.

"Bringing our organizations together to help improve children's reading skills is a perfect partnership," said Karen Deigl, President and CEO of Senior Resource Association. "It's multi-generational learning and community collaboration at its best."

XXX

Senior Resource Association

The Senior Resource Association (SRA) is a 501 (c)(3) non-profit organization and the Lead Agency on Aging in Indian River County. For nearly 40 years SRA has been recognized as a valuable resource for seniors in the community. SRA provides services that support and advocate for independence and dignity of older adults, including Meals on Wheels, Adult Day Care, Case Management and Transportation services.

1201 19th Place, B-401
Vero Beach, Florida 32960

MAIN 772.231.5999
FAX 772.231.4019