**[bank logo]**

**For Immediate Release
[Date]**

**MEDIA CONTACTS:**

**[Bank Contact Information]**

Monica McDearmon
Virginia Bankers Association
804-819-4743
mmcdearmon@vabankers.org

Bruce Coffey

Read to Them

804-310-1214

bruce.coffey@readtothem.org

**[Bank Name] Proud to Sponsor [School Name(s)] for Virginia Reads One Book**

**[City], VA** — More than 35,000 public school students and their families from across Virginia will read the same book on the same schedule starting [Friday, March 6]. It’s all part of Virginia Reads One Book — a statewide family literacy program designed to strengthen the educational connection between home and school from Richmond-based Read to Them. **[Bank name]** is a proud sponsor of this program at **[school name(s)]**, where more than **[number of]** students and staff will participate.

“At kick-off events in each school, students will receive their own copies of *The Toothpaste Millionaire* to take home and read with their families,” says Read to Them Interim Director Bruce Coffey. “For the next three weeks, students and their families read a chapter each night at home, coordinating with classroom and school-wide activities. Reading a common book together turns out to be a terrific way to unite a school community and increase parental involvement. Reading aloud at home ensures students come to school prepared to read and to succeed - in school and in life.”

“We are proud to again be a statewide sponsor of Virginia Reads One Book. The program not only boosts students’ reading abilities, but it shows them reading is fun in an atmosphere that strengthens family and community interactions,” says Bruce Whitehurst, president and CEO of the Virginia Bankers Association. “With the support of **[bank name]**, the school receives a book for every student and complimentary staff copies, both family literacy and financial literacy activities, school assembly suggestions, teacher resources, and both family and community engagement tools. These resources turn a book into a community experience so everyone can enjoy and share the story.”

**[Banker]** stated, “We are thrilled to be able to sponsor Virginia Reads One Book this year, which builds on other financial literacy efforts that we have going in our community, including **[insert bank’s specific financial literacy programs/involvement]**. We were drawn to this program by not only the financial literacy focus of the book, but also the idea of bringing families together.” **[adjust quote as necessary]**

**[optional quote from school staff]**

Other statewide program sponsors include the Virginia Bankers Association Education Foundation, Virginia Council on Economic Education, GoNoodle’s Blazer Fresh, The Washington Redskins Charitable Foundation and Tackle Reading.

For the current list of participating schools in your area, please email bruce.coffey@readtothem.org.

***About Read to Them***

**Read to Them** is a Richmond based non-profit promoting family literacy. A growing body of research shows that children who are read to learn to read more easily and become better readers. Literacy skills provide the basis for a lifetime of learning and productivity. For more information visit [www.readtothem.org](http://www.readtothem.org).

***About Virginia Bankers Association Education Foundation***

The Virginia Bankers Association (VBA) formed the VBA Education Foundation in 2007 with funding from the majority of VBA member banks. The Foundation’s mission is to improve personal financial literacy and economic education in all public and private schools in the Commonwealth. The Foundation recognizes the importance of economic education and financial literacy in Virginia and supports the banking industry as a key participant in these areas. For more information, visit [www.vabankers.org/vba-education-foundation](http://www.vabankers.org/vba-education-foundation).

***About [Bank name]***

**[Insert company information.]**

###