

2ND PRESS RELEASE
PINKNEY INTERVIEW AVAILABILITY

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FAMED CALDECOTT MEDAL WINNER
JERRY PINKNEY TO SPEAK AT READING CENTER EVENT, NOVEMBER 13, 2016

(November 1, 2016, Rochester, MN)

What: **Annual Bright Stars Event – TWO in person opportunities to see Jerry Pinkney**

When: **Sunday, November 13, 2016**

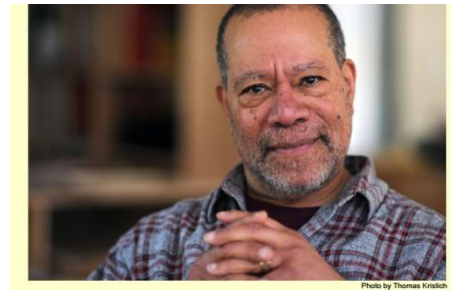
Location: **65th Anniversary Dinner@ Rochester International Event Center (4:30-7:30pm)
Free Family Event@ Rochester Public Library (2-3pm)
Phone interview availability in advance**

Jerry Pinkney is available for pre-event interviews by phone, by arrangement.

Our annual *Bright Stars* event provides an opportunity to highlight a successful adult with dyslexia. **This year our Bright Stars Event features accomplished children's book illustrator Jerry Pinkney.**

We are hosting *two events* with Jerry Pinkney on Sunday, November 13.

- Mr. Pinkney will be our guest at a **FREE family friendly event** hosted by the Rochester Public Library from 2 - 3pm. This event will be a demonstration event catered to children and youth.
- In the evening, he will give the keynote address at our dinner to **celebrate the Reading Center's 65 years of service to the community** from 4:30-7:30pm.



Tickets for the free family event and celebratory dinner are available on our website – www.thereadingcenter.org.

Since he was 25, Jerry has illustrated more than 100 children's books and received more than 100 awards. Many of his books celebrate African American and multicultural themes.

Jerry's work was recognized by the **US Postal Service** when he was asked to create 12 postage stamps for the Black Heritage Series. He was asked by **NASA** to join the art team to commemorate the space shuttle Columbia. In 2003, he was invited by **First Lady Laura Bush** to illustrate the White House Christmas program for the Visitors Center. Mr. Pinkney was invited to serve on the National Council for the Arts from 2003-2009. He served as Art professor at the **University of Delaware and State University of New York at Buffalo**. In addition, he has completed 30 one-man exhibitions.

The number of artistic commendations, awards and medals are too numerous to write here. He has *five Caldecott Honor Medals, five Coretta Scott King Awards, five New York Times Best Illustrated Awards, four Gold and four Silver medals from the Society of Illustrators, the Boston Globe Honor Book Award, and The Laura Ingalls Wilder Award*, to name a few!

His book, *The Lion and the Mouse*, won the Caldecott Medal in 2010 and in 2016 he was awarded the Coretta Scott King - Virginia Hamilton Award for lifetime achievement. His books are translated into 16 languages and published in 14 countries.

Mr. Pinkney's message will be about finding your individual strengths:

For the young person who is struggling in school, never forget there are many different ways to learn. Be curious. Do not be afraid to try. Do not be disappointed when making mistakes. You will discover your own unique way of understanding the things being taught. Learn from mistakes. Everything that happens to you will frame who you are, and who you will become. Your path to success will follow.

I noticed I could do something the other kids couldn't...I had a talent. I drew great satisfaction from making pictures and was acutely aware of how it centered my being, enabling me to focus...Drawing carried the weight of my deficiency.

Since 1951, over 9,000 dyslexic students have been taught to read through the Reading Center.

The Reading Center is a non-profit organization that has been helping struggling students learn to read since 1951. , the Reading Center provides educational testing, one-on-one Educational Therapy, an early childhood Reading Readiness program and summer Best of Basics program for children. The Reading Center also trains adults in a multi-sensory, structured approach (Orton Gillingham) to teach reading through our Basic and Advanced Institutes and for school teachers through our Infusion Program.

In 2015, the Reading Center provided 7,344 lessons to 161 students one-on-one, 76 adults and children were tested for reading disabilities, 26, 4-6 year olds were screened for free, 65 students enrolled in our Best of Basics courses to work on skills over the summer and 28 young learners attended Reading Clubs with their parents. \$56,357 in scholarships were provided to 70 children whose families could not afford the cost of testing and tutoring. 26% of Reading Center students receive scholarship assistance, supported by donations

Through our partnership with area funders and school districts, we trained need updated numbers, I think 53 teachers who brought their Orton Gillingham training back into their classrooms and reached an estimated 1700 students. Another 36 educators and parents were trained in our Basic and Advanced institutes offered at the Reading Center.

For more comprehensive background information on the Reading Center go to www.TheReadingCenter.org/AboutUs/MediaInformation or call the above contact person to arrange interviews. You would be wise to read through the info we have for media in the website, and update it.

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