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First 5 San Bernardino Encourages Parents and Caregivers to 'Gift a Kid a Book' this Holiday Season

Annual literacy campaign returns to share the importance of early reading

SAN BERNARDINO, CA. (December 12, 2024) – First 5 San Bernardino is encouraging parents and caregivers to give books as gifts to young children this holiday season. The organization's "Gift a Kid a Book" campaign aims to share the importance of early learning and literacy for children under five years old in San Bernardino County.

Gift a Kid a Book aims to remind families and friends to consider book-giving for the holidays instead of just toys, clothes or sweets. Gift givers can find recommended reading lists by age and upcoming literacy events on the [Gift a Kid a Book](#) webpage.

Reading together creates special moments for babies and young children and helps shape how they will view books and learning as they grow older. Given that science shows 90 percent of a child's brain develops in the first five years of their life, books and reading plays a crucial role in their future success in school.

"'Gift a Kid a Book' is a wonderful opportunity to remind families of the joy and value of reading with our young learners," said First 5 San Bernardino Executive Director Karen Scott. "To help our children find success as they grow up in this world, I can't think of a more important gift than reading to pass down to the next generation."

Beyond brain development, taking time to read to a child is critical to developing social-emotional learning skills because the time together reinforces the importance of attentiveness and learning.

"Parents and caregivers must embrace their role in establishing curiosity and a love for learning through consistently taking the time to read with a child," said Scott. "And little ones respond to the experience of dedicated, close and physical time with a caring adult."

First 5 San Bernardino has donated more than 10,000 books to San Bernardino County children under five years old since this program's inception in 2022. Gift a Kid a Book has created special memories for our county's youth through story time, song and [holiday magic](#).

Visit first5sanbernardino.org/reading for book recommendations by age, a free downloadable bookmark and more important reading resources.

About First 5 San Bernardino

First 5 San Bernardino's distinct purpose is to improve the lives of young children and their families by giving them the best possible start in life. For 25 years, First 5 San Bernardino has been working dynamically through strategic partnerships to promote, support and enhance the health and early development of children prenatal through age 5, their families and communities.

Funded through the 1998 voter-approved initiative, California Children and Families Act (Proposition 10 tobacco tax revenues), First 5 San Bernardino has evolved into a system where stakeholders and services are integrated, coordinated and sustainable, and one that families experience as accessible, inclusive and equitable. For more information, visit

First5SanBernardino.org.

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