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First 5 San Bernardino's 'Gift a Kid a Book' Pop-Up Literacy Tour gives 5,000 free books to local children

Five-day tour pairs free books with literacy fun for families with children ages 5 and younger in San Bernardino County

SAN BERNARDINO, Calif. (October 13, 2026) — First 5 San Bernardino will put 5,000 free books into the hands of San Bernardino County families this month through its [Gift a Kid a Book Pop-Up Literacy Tour](#). The five-day tour will visit five cities spread across the county, gifting 1,000 books at each stop. The tour kicks off First 5 San Bernardino's '[Gift a Kid a Book](#)' campaign, encouraging families to gift books to young children for any of life's milestones.

Families with children ages 5 and under can [register now](#) for a pop-up tour location of their choice, where children can select four books of their choice and enjoy other family-friendly literacy activities. Each child will also receive a "Gift for My Friend" -- a wrapped book and bookmark intended for children to gift to another special friend.

"Every book we put into a child's hands is an opportunity to spark curiosity and a lifelong love of reading," said Cindy Faulkner, executive director of First 5 San Bernardino. "We're bringing this mission to life with this literacy tour, which kicks off the fifth year of our Gift a Kid a Book campaign. We are excited to help parents and caregivers make reading part of the special moments that shape a child's first 5 years."

The Gift a Kid a Book Pop-up Literacy Tour schedule is:

- **Monday, October 19** — San Bernardino Child Care Resource Center, 1111 E. Mill St., Suite 100, San Bernardino; 4 to 6:30 p.m.
- **Tuesday, October 20** — The Mom & Dad Project, 41965 Big Bear Blvd., Big Bear Lake
Bonus: this event includes the organization's [To Infinity & Boo-yond](#) Halloween event; 2 to 4 p.m.

(more)

- **Wednesday, October 21** — Family & Community Engagement Center, 1556 S. Sultana Ave., Ontario; 4 to 6:30 p.m.
- **Thursday, October 22** — Victorville Child Care Resource Center, 15456 W. Sage St., Victorville; 4 to 6:30 p.m.
- **Friday, October 23** — Upland YMCA Preschool, 1337 San Bernardino Rd., Upland; 4 to 6:30 p.m.

Science tells us that 90 percent of a child's brain develops during the first five years. Reading during these early years helps build vocabulary and language skills, learn communication, develop their imagination and curiosity and prepare them for school. Through Gift a Kid a Book, First 5 San Bernardino has provided more than 17,000 books to families with young children throughout San Bernardino County.

All pop-up events are free, but space is limited. Registration gives families priority access at their selected location, so families should sign up early. Reserve a spot and learn more about the 'Gift a Kid a Book' campaign at first5sanbernardino.org/reading.

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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 over 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, [Instagram](#) or [Facebook](#).