



MEDIA ALERT

Thursday, October 8, 2026, at 3 p.m.

CONTACT:

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Trick or Treat — and “Gift a Kid a Book” this Halloween

You're invited to a First 5 San Bernardino's Halloween pop-up library, sending hundreds of costumed kids home with free books and treats.

WHAT: You've heard of *Trunk or Treat* – a fun Halloween activity where kids get all the candy their hearts desire. Now add books, and you've got a Trunk or Treat with a purpose! [First 5 San Bernardino](#) encourages families to *Gift a Kid a Book* for any of life's milestones, from holidays and birthdays to the first day of school and a trip to the dentist. Enter: “Gift a Kid a Book for Halloween.”

Hosted by the San Bernardino County Public Defender's Office's Children United Through Empowerment (C.U.T.E) social work program, First 5 San Bernardino will not only be giving out candy and other goodies at this Trunk or Treat, **but each child will leave the Halloween-themed pop-up library with a Halloween-themed book.**

WHY: Science tells us 90 percent of a child's brain develops in the first five years of their life. Reading plays a crucial role in brain development and the way children view learning is shaped very early on. First 5 San Bernardino is in its fourth year of [Gift a Kid a Book](#), a campaign that provides reading resources, literacy activities, community events and free books to San Bernardino County families with children under 5 years old.

Gift a Kid a Book teaches how reading is a tool to build strong brains, calm nervous systems, get children ready for school and nurture meaningful family connections.

WHEN: Thursday, October 8, 2026
3 p.m. – 6 p.m.

WHERE: 900 E. Gilbert St., San Bernardino, CA

INTERVIEWEES (Spanish and English):

- Scott McGrath, Deputy Director, Systems & Impact, First 5 San Bernardino
- Maria Torres, Spanish-language Spokesperson, First 5 San Bernardino

VISUALS:

- Fall/Halloween pop-up mobile library
- 250-350 children in costume receiving free books and treats
- Local organizations giving away candy in surrounding booths
- Children and families dressed up for Halloween
- First 5 San Bernardino mascot Potter the Otter interacting with children

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 more than 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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