



First 5 San Bernardino and Victor Valley Museum Bring the Gift a Kid a Book Community Fair to High Desert Families

First 5 San Bernardino's Gift a Kid a Book Campaign Will Gift a Total of 10,000 Books to San Bernardino County Families This Fall, Starting with High Desert Residents

WHAT: First 5 San Bernardino (F5SB) is working to address California's literacy crisis by encouraging families to Gift a Kid a Book at every opportunity. First 5 San Bernardino kicks off its [Gift a Kid a Book Campaign](#) for High Desert residents with a partnership with the Victor Valley Museum, a San Bernardino County Museum, to host the [Gift a Kid a Book Community Fair](#). The event will offer free books from a pop-up bookstore, free museum entry, face painting, a performance by Twinkle Time and Friends, book readings, photo opportunities with Potter the Otter, and more.

WHY: Science tells us that 90% of a child's brain develops in the first five years of their life. Reading plays a crucial role in brain development and how children view learning. Reading encourages the development of social and emotional skills and ignites an appreciation for learning and curiosity at a young age. You can Gift a Kid a Book for any of a child's many milestones, like when they learn their ABCs, visit the doctor, become a big brother or sister, or even when they share a toy. First 5 San Bernardino urges our county's parents and caregivers to give the gift of learning!

WHEN: Saturday, October 14, from 9 a.m. – 2 p.m.

WHERE: Victor Valley Museum (11873 Apple Valley Road, Apple Valley, CA 92308)

INTERVIEWS:

- Scott McGrath, First 5 San Bernardino Deputy Director of Systems and Impact
- Victor Valley Museum representatives

VISUALS:

- Dozens of San Bernardino County High Desert families coming to the museum for free for a day of family fun.
- Children perusing the pop-up bookstore to personally choose their new, free, favorite book.

- Children enthusiastically meeting Potter the Otter, getting their faces painted and making new friends.
- High Desert families spending time together visiting the museum exhibits and enjoying entertainment by Twinkle Time and Friends.
- A special story time for children to wind down and snuggle up with their parent or caretaker.

Contact:

Jessica Newton

Westbound Communications

585.330.6921 (m)

jnewton@westboundcommunications.com

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 the past 24 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.