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First 5 San Bernardino Gifts 400 Books to High Desert Families at the Gift a Kid a Book Community Fair

First 5 San Bernardino's Gift a Kid a Book Campaign Will Gift 10,000 Books to San Bernardino County Families, Kicking it off with High Desert Residents

SAN BERNARDINO, Calif. (October 24, 2023) – High Desert families took home over 400 free books on Saturday, October 14, from First 5 San Bernardino's Gift a Kid a Book Community Fair. In partnership with the [Victor Valley Museum](#), over 300 parents, caregivers and their children visited the fair for free books, free museum entry, story time and more.

First 5 San Bernardino is working to address an [early reading literacy crisis](#) by encouraging families to "Gift a Kid a Book" at every opportunity. The Gift a Kid a Book campaign is happening now and will put 10,000 free books into the hands of young children in San Bernardino County this fall.

First 5 San Bernardino kicked off its [campaign](#) with the High Desert community where each child selected four free books of their choosing at an onsite pop-up bookstore. There was also free museum entry, face painting, a performance by Twinkle Time and Friends, book readings, photo opportunities with Potter the Otter, a puppet show and more. Another Gift a Kid a Book Community Fair is happening Saturday, November 18, from 9 a.m. to 2 p.m. at the [San Bernardino County Museum in Redlands](#), Calif.

Research studies show that 90 percent of a child's brain develops by age 5 and encouraging young children to read supports healthy brain development. Reading also 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.

For more information on First 5 San Bernardino or when to Gift a Kid a Book, visit First5SanBernardino.com/reading.

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.

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