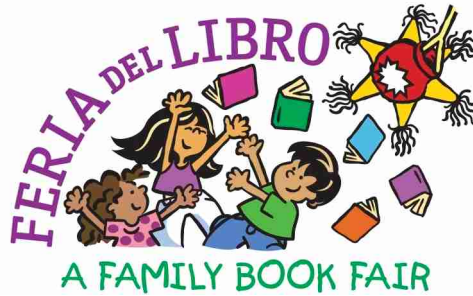


Feria del Libro: A Family Book Fair

Promoting Reading Beyond the Bell



Saturday, June 2, 2007: 10 A.M. to 5 P.M.
Los Angeles City Hall and Surrounding Streets

The **Feria del Libro: A Family Book Fair** is a community-wide event promoting a culture of literacy at home and academic achievement at school, where quality, culturally -relevant books are available to children of all ages and their families. The feria/fair had its beginning four years ago when the Boyle Heights Learning Collaborative, the Roosevelt family of schools, and Families In Schools decided to be pro-active in making books available to families in Boyle Heights, a community with limited access to bookstores and libraries. The book fair has grown from an event that attracted 5,000 people in 2003 to one that attracted 20,000 people last year at the steps of the Los Angeles City Hall, where it moved from Boyle Heights, so that the entire Los Angeles community—children and adults of all ages, families, teachers, and all book lovers-can participate. A highlight of the event is when students are recognized for being the **Million Word Challenge** winner from their school and each receive a \$ 50 gift card to purchase books at the feria/fair.

This exciting event is a partnership of **Families In Schools, Los Angeles Unified School District, the City of Los Angeles**, in collaboration with various community based organizations. This partnership, together with its sponsors, works to promote reading “bey ond the bell” as an important activity in every home in our community. Among the major sponsors are Washington Mutual Bank, Disney, Telemundo/52, TARGET, and La Opinion.

Feria del Libro: A Family Book Fair

Bring your family and friends! Meet authors, storytellers, and participate in fun literacy activities and entertainment, purchase books, and celebrate as students receive recognition for reading *millions of words!*

www.feriadellibro.net



La Opinión



Feria del Libro: A Family Book Fair Program Elements

1. **Opening Ceremonies** include formal recognition of sponsors, statements from elected officials including LAUSD's Superintendent David Brewer and Mayor Antonio Villaraigosa, and a grand welcome to the children and families who have chosen to spend their day at the book fair.
2. **Million Word Challenge Student Recognition** will take place to recognize students selected by schools who enroll in the Million Word Challenge Literacy Campaign. Each student winner will receive a \$50 gift card to purchase books at the feria/book fair.
3. **Book Vendors** are the main attraction at the event and offer children and family -friendly books; they especially bring multicultural books that are representative of the diversity of families in Los Angeles.
4. **A Piñata Breaking** by a select group of students and celebrities; the treats falling will, of course, be books!
5. **Supplementary Educational Services (SES)** providers who are approved by under No Child Left Behind (NCLB) will provide information about tutoring services to students and families.
6. **College is For Everyone** area with information from the many colleges in our community and interesting interactive activities to motivate students and their families to make college their goal.
7. **Financial Literacy Workshops** by Washington Mutual Bank staff and their volunteers to provide important information that can support efforts to save for college.
8. **Youth Activities** sponsored by organizations such as LA City Recreation and Parks, LAUSD - Beyond the Bell, and LA's BEST.
9. **Community Based Organizations** such as the Boyle Heights Learning Collaborative (BHLC) and the Belmont Education Collaborative (BEC) and others will be available to share important information related to literacy and college as a goal for all students.
10. **City of Los Angeles Libraries** will provide engaging literacy activities and will sign up children and families for library cards, their passport to life long reading.
11. **Literacy based entertainment and hands-on activities** where students of all ages will have the opportunity to create projects and see and hear exciting literacy related activities.
12. **Author Readings, Signings & Presentations** by a diverse group of authors on the stages and in workshops entertaining, educating and reading.
13. **Student Musical Talent** from all over the city of Los Angeles will be entertaining us between the literacy-related entertainers and authors.