



## **Elmo to Appear in Los Angeles for Fun-Filled Day at the Library**

### *Insurance Industry Charitable Foundation Brings New Early Literacy Program to Town*

Los Angeles, (October 6, 2014): Attention all parents, caregivers and Sesame Street fans - Elmo is coming to town! The loveable character will be appearing live at the Central Library on October 15, 2014 to encourage fun, interactive learning, and literacy development for children five years old and below. Hosted by the [Insurance Industry Charitable Foundation \(IICF\)](#), this local event will feature Sesame Workshop's newest literacy program "[Every Day is a Reading and Writing Day](#)".

The event will feature interactive experiences for preschool and kindergarten-aged children directly from the "Every Day is a Reading and Writing Day" curriculum. Activities including book making, coloring, story time, and much more! The event at the Central Library (630 W. 5<sup>th</sup> Street, Los Angeles, CA) will take place from 10:45 am – 12:45 pm.

The community event is open to the general public, and parents/caregivers and children alike are welcome to attend and join in on the fun. Insurance industry volunteers will be on-site to lead group activities, and capping off the fun at both sessions will be an appearance from Elmo himself!

The "Every Day is a Reading and Writing Day" program is Sesame Workshop's newest bilingual (English and Spanish), multimedia early literacy initiative and is designed to motivate young children and families to make the most of everyday opportunities to talk, read and write together. The program was made possible through a three-year \$750,000 grant from the IICF. More information and access to program materials can be found at [www.sesamestreet.org/literacy](http://www.sesamestreet.org/literacy).

The library event is part of the IICF's larger national program Week of Giving. Taking place from October 11-18, Week of Giving energizes thousands of insurance industry volunteers to engage with local community nonprofits across the United States. For more information on the Week of Giving, please visit this link: <http://www.weekofgiving.iicf.org/>.

For more information on the event being held at the Central Library on October 15, 2014, please reach out to Melissa Duncan at 714-870-1084 or [maduncan@iicf.com](mailto:maduncan@iicf.com).

#### **Event Details**

- **WHO:** Central Library and the Insurance Industry Charitable Foundation
- **WHAT:** A hands-on early literacy themed community event a guest appearance from Elmo and interactivity with Sesame Workshop's newest bilingual early literacy initiative, "[Every Day is a Reading and Writing Day](#)."
- **WHEN:** October 15, 2014, 10:45 am- 12:45 pm
- **WHERE:** Central Library  
Children's Literature Department  
630 W. 5<sup>th</sup>  
Los Angeles, CA 90071
- **WHY:** To promote early literacy development in a fun, interactive workshop environment.
- **HOW:** The event is open to the public, and parents/caretakers are invited to bring their preschool and kindergarten-aged children. Members of the press are welcomed to attend following an RSVP to Melissa Duncan at 714-870-1084 or [maduncan@iicf.com](mailto:maduncan@iicf.com).

**About the Insurance Industry Charitable Foundation (IICF)**

The Insurance Industry Charitable Foundation was established in 1994 and is completely directed and funded by the insurance industry. The foundation helps communities and enriches lives by uniting the collective strengths of the industry to provide grants, volunteer service and leadership. Since its inception in 1994, IICF has contributed more than \$21 million in grants to charities and 179,000 volunteer hours to hundreds of community nonprofit organizations. IICF is a registered not-for-profit organization under section 501(c)(3) of the IRS code. Learn more at about the IICF at [www.iicf.org](http://www.iicf.org).

**About Sesame Workshop:**

Sesame Workshop is the nonprofit educational organization behind Sesame Street, the landmark television program that reaches millions of children every day in [more than 150 countries](http://www.sesameworkshop.org). The Workshop's [mission](http://www.sesameworkshop.org) is to use the educational power of media to help children everywhere reach their highest potential. Delivered through a variety of platforms, Sesame Workshop develops research-based content – including television programs, books, games, mobile apps and community engagement initiatives – that supports early childhood learning, helps prepare children for school, and addresses developmental needs. The Workshop's programs are tailored to the needs of specific regions and focus on topics that help young children and families develop critical skills for lifelong learning. For more information, visit us at [www.sesameworkshop.org](http://www.sesameworkshop.org).

**About the Los Angeles Public Library:**

The Los Angeles Public Library serves the largest and most diverse population of any library in the nation. Its Central Library, 72 branch libraries, more than six million books, and state-of-the-art technology accessible at [www.lapl.org](http://www.lapl.org), provide everyone with free and easy access to information and the opportunity for life-long learning.

**Contact**

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