



FOR IMMEDIATE RELEASE

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Reading by Design with the Summer Reading Challenge

*The Los Angeles Public Library invites patrons to “Imagine, Read and Design”
their way to exciting prizes*

Los Angeles, June 9, 2017 – With summer just around the corner, the Los Angeles Public Library has launched its annual Summer Reading Challenge. “Reading by Design” invites all LAPL patrons to expand their senses of imagination, learning, exploration, and creativity through reading.

Los Angeles Public Library patrons of all ages can sign up for the Summer Reading Challenge now at lapl.org/summer or by visiting any of the 73 libraries across the city. The Challenge will run from June 12 until August 5.

Summer reading programs like the annual Summer Reading Challenge, and the library programs that take place in conjunction with it, help stem learning loss for students over the summer break. Students who read during the summer sharpen their reading skills and often perform better when they return to the classroom in the fall.

As part of the Summer Reading Challenge, participants can win a series of exciting prizes that include iPad Pros, Los Angeles Dodgers tickets, gift cards and more. Contestants are asked to complete 10 hours of reading and four activities such as attending one of the more than 1,400 programs scheduled at libraries this summer, downloading materials from the library’s e-media catalog or writing a book review, and logging their progress. Everyone who completes the game board and turns it in to a librarian at their local branch, or through the online tracking system, will be entered into the grand prize drawing.

All patrons who sign up for the Summer Reading Challenge will receive an entry prize to help them kick off the program, and another upon completing the game board.

The Los Angeles Dodgers Foundation is once again teaming up with the Los Angeles Public Library and the Library Foundation of Los Angeles to encourage the people of L.A. to make reading and learning a part of their summer plans. Throughout

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Peter Persic, Public Relations & Marketing Director

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the summer, Dodgers players and alumni will visit libraries in the city to interact with and read to children and families while also distributing prizes and helping inspire readers to explore and create.

A complete list of dates and times for these visits will be available at a later date.

Children in grades 1-8 are also invited to sign up for LA Reads, the Los Angeles Dodgers Reading Champions Literacy Program. All program participants who read at least 30 minutes a day will be entered into drawings to win prizes from the Dodgers as well as four-packs of tickets to a Dodgers home game. Visit dodgers.com/lareads for more information or to sign up.

In addition to the support from the Los Angeles Dodgers Foundation, the Summer Reading Challenge is made possible thanks to assistance from the Library Foundation of Los Angeles, California Library Association and California State Library, as well as the Albert Parvin Foundation, The Carol and James Collins Foundation, The Council of the Library Foundation, the Future Leaders Fund, The Morrison & Foerster Foundation, Sharon Oxborough, the Victoria Foote Endowment, The Walt Disney Company and The Walter J. & Holly O. Thompson Foundation.

A recipient of the nation's highest honor for library service—the National Medal from the Institute of Museum and Library Services, the Los Angeles Public Library serves the largest and most diverse urban population of any library in the nation. Its Central Library, 72 branch libraries, collection of more than 6 million books, state-of-the-art technology accessible at www.lapl.org, and more than 18,000 public programs a year provide everyone with free and easy access to information and the opportunity for life-long learning.

The Library Foundation of Los Angeles provides critical support to the Los Angeles Public Library resulting in free programs, resources, and services available to the millions of adults, children and youth of Los Angeles. Through fundraising, advocacy, and innovative programs, the Library Foundation strengthens the Los Angeles Public Library and promotes greater awareness of its valuable resources. For more information, please visit lfla.org.

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