



A CELEBRATION OF READING DALLAS

Benefiting the Barbara Bush Foundation for Family Literacy

Monday, November 16, 2009

Moreton Meyerson Center

Barbara Bush proudly announces the **2009 Celebration of Reading**

An evening of readings by best-selling authors

JEFFREY A. ENGEL

The China Diary
of George H. W. Bush

A. J. JACOBS

The Year of Living Biblically

MARY TYLER MOORE

Growing Up Again

with special surprise guests.

Other authors will be announced soon.

Sponsorship opportunities and tickets are available at various price levels. For additional information, contact Ms. Carrie Eickenroht of Dini Partners at **800-222-5652** or ceicken@dinipartners.com
The Barbara Bush Foundation for Family Literacy
www.barbarabushfoundation.com

A Celebration of Reading
Dallas – Morton H. Meyerson Center
Monday, November 16, 2009
FACT SHEET

THE CELEBRATION...

What does it mean to celebrate reading? It is spending an incredibly warm and engaging evening with George and Barbara Bush and some of their favorite best-selling authors. There is no better way to celebrate the importance of knowing how to read than this event – the annual fundraiser that benefits the Barbara Bush Foundation for Family Literacy and the Barbara Bush Texas Fund for Family Literacy. Mrs. Bush personally invites best-selling authors who give freely of their time to share their works with guests. So far, Mrs. Bush has confirmed two outstanding authors. **Jeffrey Engel** is a professor of history at the Bush School of Government & Public Service and currently directs the Scowcroft Institute of International Affairs. Engel is the author of *The China Diary of George H.W. Bush*. **A. J. Jacobs** is a great humorist who will entertain us with his book *The Year of Living Biblically*. And who can turn the world on with her smile? None other than **Mary Tyler Moore!** There will be other author announcements soon.

The evening starts with the Authors' Reception - a casual mix-and-mingle with the Bushes and authors where guests enjoy the opportunity to visit with each author and have photos made. The evening is filled with spontaneous fun, and at the same time has all the characteristics of a professional production because it is in fact "produced" - including video, a wonderful set, and other hallmarks of a real "show"- very different from more traditional reading events. Barbara Bush hosts the evening, introducing each author and collaborating with former President George H. W. Bush and other surprise guests as well. The Bushes bring a tremendous sense of humor and warmth to the program and guests experience many emotions as authors truly bring their best-selling books to life. After the program all guests enjoy a delightful light supper and more time to mix and mingle with the Bushes and authors before going home with a book written by one of the authors.

***THE BARBARA BUSH FOUNDATION FOR FAMILY LITERACY AND
THE BARBARA BUSH TEXAS FUND FOR FAMILY LITERACY...***

The Barbara Bush Foundation for Family Literacy funds the development of innovative family literacy projects in which parents and their children learn and read together, and parents develop the skills needed to be their children's "first teachers." The Foundation and the Fund have awarded \$31.7 million in grants to nearly 700 family literacy programs in 50 states across the nation and the District of Columbia. Since 1999, fifty percent of the *Celebration of Reading* proceeds have gone to the Texas Fund, a foundation created by Barbara Bush to support the development of literacy programs in Texas, and includes the First Lady's Family Literacy Initiative for Texas of which First Lady Laura Bush is the Honorary Chair, as a separate discretionary grant program.

AUTHOR ALUMNI...

A Celebration of Reading is proud of the authors who have participated in past programs:

Stephen Ambrose	George H. W. Bush	Karen Hughes	Chuck Norris
John Berendt	Jenna Bush	Immaculee Ilibagiza	Susan Orlean
Michael Beschloss	Antwone Fisher	Elizabeth Ironside	Jodi Picoult
James Bradley	Fannie Flagg	Dan Jenkins	Arnold Scaasi
Marc Brown	Chris Gardner	Jan Karon	Ronan Tynan
Sandra Brown	John Grogan	Mike Krzyzewski	Greta Van Susteren
Jill Conner Browne	John Grisham	David Lattin	Jeannette Walls
Christopher Buckley	Ron Hall & Denver	James McBride	Tom Wolfe
Bill Burke	Moore	Brad Meltzer	
Barbara Bush	Khaled Hosseini	Jim Nantz	

SPONSORSHIP INFORMATION...

Sponsored Tables and Tickets are available at various price levels.

For additional information, contact Carrie Eickenroht at The Dini Partners at **800-222-5652** or

[**ceicken@dinipartners.com**](mailto:ceicken@dinipartners.com)

The Barbara Bush Foundation for Family Literacy – P. O. Box 131614 – Houston, Texas 77219-1614

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Monday, November 16, 2009
Committee List

Honorary Co-Chairs

President George W. Bush and Mrs. Laura Bush

Committee Chairs

Amanda and George P. Bush

Co-Chairs

Emy Lou and Jerry Baldrige
Julie and Louis Beecherl
Paulett and Michael Eberhart
Sally and Forrest Hoglund
Caroline Rose Hunt
Joan and Elvis Mason
Margaret McDermott
Dee Ann and Marshall Payne
Jan and Trevor Rees-Jones
Mary and Bob Wright
Dee and Charles Wyly

Committee Members

Kelly and Todd Abernathy
G. Bradley Alford
Angela and Tim Berry
Sandra and Michael Brown
Linda and Bob Buford
Mary and Bill Ceverha
Rita and Bill Clements
Penny and David Cook
Janie and Paul Cooke
Millie and Ken Cooper
Jeanne and Berry Cox
Margaret Crow
Lee Cullum
Nancy and Jeremy Halbreich
Nancy Hamon
Nancy Ann and Ray Hunt
Carol and Butch Johnson
Gene and Jerry Jones
Merrie Ann and Frank King

Teresa and Luther King
Barbara and Fred Meyer
Elise and Burk Murchison
Gena and Chuck Norris
Alice and Erle Nye
Susan and Gene Palma
Jeanne Phillips
Jan and Bob Pickens
Deedie and Rusty Rose
Charles Simmons
Virginia and Ken Sloan
Fran and Tom Slone
Marianne and Roger Staubach
Catherine Taylor
Carolyn and Jere Thompson
Debbie and John Tolleson
Patty and Marty Weiland
Donnell and Phillip Wiggins
Cheryl and Sam Wyly

**Listing as of May 27, 2009*



Monday, November 16, 2009
Sponsorship Information

Classics (\$80,000 and above)

- One additional table for 10 at the *Celebration of Reading*
- And, all of the benefits as a Benefactor

Benefactor (\$50,000)

- 22 Event tickets – Preferred seating
- 2 guests seated at tables hosted by President or Mrs. Bush or authors at dinner
- Two reserved tables for 10 at the dinner (preferred seating area)
- Ten passes to Authors' Reception hosted by President & Mrs. Bush
- Invitations for 2 to Pre-Authors' Reception introduction to authors
- Prominent listing in event printed program
- Autographed set of souvenir books from authors

Underwriter (\$30,000)

- 22 Event tickets – Preferred seating
- 2 guests seated at tables hosted by President or Mrs. Bush or authors at dinner
- Two reserved tables for 10 at the dinner (preferred seating area)
- Four passes to Authors' Reception hosted by President & Mrs. Bush
- Special recognition in event printed program

Sponsor (\$15,000)

- 10 Event tickets – Preferred seating
- One reserved table for 10 at the dinner (preferred seating area)
- Two passes to Authors' Reception hosted by President & Mrs. Bush
- Listing in event printed program

Patron (\$10,000)

- 10 Event tickets
- One reserved table for 10 at the dinner
- Two passes to Authors' Reception hosted by President & Mrs. Bush
- Listing in event printed program

Friend (\$5,000)

- 8 Event tickets
- One reserved table for 8 at the dinner
- Listing in event printed program

**Individual Tickets are \$250 and \$150 that include the program and dinner.



Monday, November 16, 2009
Reply Card

Yes, I will be a sponsor of the **Celebration of Reading** at the following level:

- Classics — \$80,000 and above
- Benefactor — \$50,000
- Underwriter — \$30,000
- Sponsor — \$15,000
- Patron — \$10,000
- Friend — \$5,000
- I would like to purchase _____ Individual Tickets at the
_____ \$250 level
_____ \$150 level

- Enclosed is my check for \$_____ OR
- No, I will be unable to attend this year, but please accept my contribution in the amount of \$_____
- I have enclosed a Matching Gift application from my employer. (Please refer to information on the back)

*If you would like to pay by credit card, please go to www.barbarabushfoundation.com for the Celebration of Reading. Click onto the link for the Dallas Celebration of Reading ticket purchase option. In order to ensure your reservation, the deadline for purchases is November 1, 2009.

Name _____

Title _____

Organization _____

Address _____

City/State/Zip _____

Phone/Fax _____

E-mail _____

Contact person _____

Listing for Sponsor Recognition _____

Please complete and return this reply card in the enclosed envelope. Make checks payable to **The Barbara Bush Foundation for Family Literacy**, Tax I.D. #23-7343119 (although one-half of the tax deductible portion of your check will be a contribution to The Barbara Bush Texas Fund for Family Literacy). The fair market value of the dinner is \$75. The balance is tax deductible. For further information, please contact Carrie Eickenroht at The Dini Partners at (800) 222-5652 or ceicken@dinipartners.com.

*Seating is limited and based on availability at the time your check is received.



Matching Gifts

Double the impact your gift will have on families who struggle to overcome illiteracy!

The company you work for may offer a charitable Matching Gift program. Hundreds of companies – both large and small – match gifts made by their employees and in some cases board members and retirees to non-profit organizations.

Here's how you can find out:

1. Ask the Human Resources Officer where you work and if a charitable Matching Gift program is offered to you.
2. If the answer is “yes”, ask for the Matching Gift Form and complete your portion.
3. Include the form with your gift and reply card. We will complete our portion and submit the application to your company.

100% of the company match funds go to provide funding for family literacy programs!