

Doro Bush Koch and Tricia Reilly Koch  
proudly announce



benefiting

The Maryland Initiative of the Barbara Bush Foundation for Family Literacy

**MONDAY, MAY 11, 2009**

The Music Center at Strathmore - North Bethesda

*A wonderful evening of readings featuring best-selling authors:*

**- KELLY CORRIGAN -**

Kelly Corrigan was a happily married newspaper columnist and mother of two young daughters when she discovered a cancerous lump that was confirmed as breast cancer. She was still undergoing treatment when she learned that her beloved father, who'd already survived one battle with the disease, was re-diagnosed with late-stage cancer. Her feisty new memoir, *The Middle Place*, is a collection of stories that lead up to where she is now, in that "middle place," being someone's child, but also having children of her own. With strength and humor, she tells of finally growing up.

**- DORIS KEARNS GOODWIN -**

Acclaimed historian and NBC-TV news analyst Doris Kearns Goodwin has authored *Team of Rivals*, a brilliant Lincoln biography and *New York Times* best-seller, *No Ordinary Time: Franklin and Eleanor Roosevelt*, for which she won the Pulitzer Prize, *The Home Front in World War II*, *Wait Till Next Year*, *The Fitzgeralds and the Kennedys*, and *Lyndon Johnson and the American Dream*. She is also quite possibly one of the country's biggest baseball fans, evident in her book *Wait Till Next Year*, the author's touching memoir of growing up in love with her family and baseball.

**- JEFF KINNEY -**

Jeff Kinney is the best-selling author of the blockbuster series of books - *Diary of a Wimpy Kid*. The first *Diary* was released in April 2007 and quickly became a *New York Times* bestseller, eventually reaching the #1 spot. *Diary of a Wimpy Kid: Rodrick Rules* (January 2008) also became a #1 bestseller, followed by *Diary of a Wimpy Kid: The Last Straw* (January 2009) which quickly became the #1 best-selling book in the country according to *USA Today*. Jeff's sense of humor appeals to youth and adults alike, making him one of the best-selling authors in print today.

**- COACH "K." MIKE KRZYZEWSKI -**

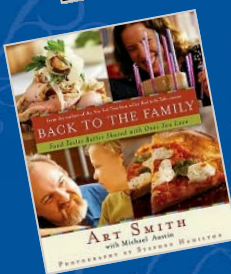
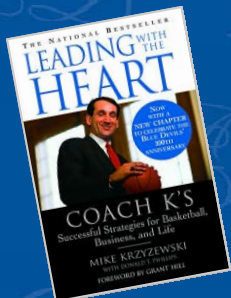
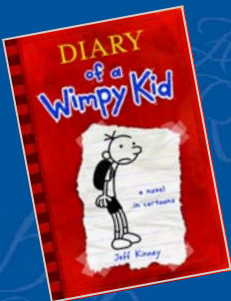
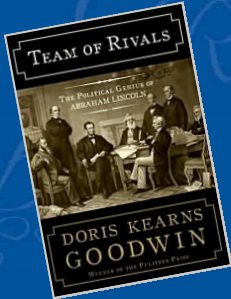
Named America's Best Coach in 2001 by *Time Magazine* and CNN, Coach K., Head Coach of the Duke University Men's Basketball Team, and Head Coach of the gold-medal winning U.S. Men's National Team, is also a gifted inspirational author of several best-selling books: *Leading With Heart - Coach K.'s Successful Strategies for Basketball, Business and Life*; and *Beyond Basketball - Coach K.'s Keywords for Success*. He is now writing a book with his daughter Jamie K. Spatola, about developing the world-class Olympic team, called *The Gold Standard*.

**- CHEF ART SMITH -**

Art Smith is best known as the personal chef to Oprah Winfrey and a contributing editor to *O Magazine*. His newest book, *Back to the Family*, is a companion to his *New York Times* best-seller and James Beard award-winning cookbook, *Back to the Table*. His books encourage readers to better understand the importance of valuing the ones you love through cooking and communing with food.

**- BRAD THOR -**

Brad Thor is the #1 *New York Times* best-selling author of *Lions of Lucerne*, *Path of the Assassin*, *State of the Union*, *Blowback*, *Takedown*, and most recently *The First Commandment* and *The Last Patriot*. He has been called the "master of thrillers," "as current as today's headlines," and "quite possibly the next coming of Robert Ludlum." Brad has served as a member of the Department of Homeland Security's Analytic Red Cell Program and appeared on FOX News Channel, CNN, ABC, CBS, NBC and PBS as a National Security Expert.



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



**MONDAY, MAY 11, 2009**

BETHESDA, MARYLAND

## *The Celebration*

Doro Bush Koch and her good friend and sister-in-law Tricia Reilly Koch are proudly hosting the 6<sup>th</sup> annual *Celebration of Reading*, an incredibly warm and engaging evening with Doro's parents, Barbara and President George H. W. Bush, some of their favorite best-selling authors, and a wonderful audience of family literacy supporters, to whom the Foundation is very grateful. Held at Bethesda's beautiful Music Center at Strathmore, *A Celebration of Reading* is the annual fundraiser that benefits the Maryland Initiative of the Barbara Bush Foundation for Family Literacy. In this one evening, Doro and Tricia invite all to join them in their family's life-long passion, and applaud the gift of literacy and the transformational effect that reading together has on families.

Each year, Doro and Tricia personally invite their favorite authors who give freely of their time to bring their written words to life in a professionally produced program, including video, a beautiful set, and other hallmarks of a real "theatrical performance." In the world of traditional reading events, with its spontaneity, humor and warmth, *A Celebration of Reading* stands apart from all others. Surprise guests have become a hallmark of the show, as has an inspirational testimony from a special guest of honor, a student whose life has changed by becoming a literate participant in society, and whose family has benefitted from the work of the Foundation.

Before the program, major donors attend the Authors' Reception, where they enjoy the opportunity to mix and mingle with their hosts and the authors. All guests attend a supper among friends after the program, and each guest goes home with a complimentary book written by one of this year's featured authors: **Brad Thor**, whose newest high-voltage thriller, *The Last Patriot*, debuted at #1 on the *New York Times* Best-sellers List, Pulitzer Prize winner **Doris Kearns Goodwin**, one of the most acclaimed historians of our time; **Kelly Corrigan**, author of the *New York Times* best-selling memoir, *The Middle Place*; **Chef Art Smith**, personal chef to Oprah and author of award winning cookbooks *Back to the Family* and *Back to the Table*; and "Coach K.", **Mike Krzyzewski**, Head Coach of Duke University Men's Basketball Team and of the gold-medal winning U. S. Olympic Men's Basketball Team! Other authors will be announced soon.

## *The Event*

**Monday, May 11, 2009**

Authors' Reception – 5:30 to 6:30 pm

Program – 7:00 pm

Buffet Reception immediately following the readings

The Music Center at Strathmore

North Bethesda, MD

THE MARYLAND INITIATIVE OF THE  
*Barbara Bush Foundation for Family Literacy*

The Barbara Bush Foundation for Family Literacy was founded in 1989 by Barbara Bush to fund 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." To date, the Foundation has awarded over \$31 million in grants to 704 family literacy programs in all 50 states including the District of Columbia.

Millions of adults in our nation, including *more than 20% of Maryland's adults*, lack the literacy skills they need to participate fully in our wonderful democracy as parents, working people, and citizens. This not only limits the quality of their own lives, but can also seriously limit the development of literacy skills in their children.

That is why Doro Bush Koch and Tricia Reilly Koch founded the Maryland Initiative of the Barbara Bush Foundation in 2004, to concentrate the good work of the Barbara Bush Foundation in their home state. Thanks to the philanthropic support from the community, and the participation of a large following of individual ticket purchasers, the Maryland Initiative is off to a great start, with grants of nearly \$2 million to 41 programs serving the Maryland community. The Initiative will continue to fund programs that provide reading instruction for parents, pre-reading instruction for children and time for parents and children to read and learn together.

Ten more grants will be announced at the May 11, 2009 *Celebration of Reading*.

*Author Alumni*

James A. Baker III  
David Baldacci  
Ronde Barber  
Tiki Barber  
Michael Beschloss  
James Bradley  
Jill Conner Browne

Marc Brown  
Christopher Buckley  
Barbara Bush  
George H.W. Bush  
Carol Higgins Clark  
Mary Higgins Clark  
Marcus Luttrell  
Antwone Fisher

Fannie Flagg  
Ron Hall &  
Denver Moore  
Immaculée Ilibagiza  
Perri Klass  
Sheila Klass  
Doro Bush Koch  
Jon Meacham

Brad Meltzer  
Jim Nantz  
Cal Ripken, Jr.  
Hugh Sidey  
Daniel Silva  
Ronan Tynan  
Jeannette Walls

*Sponsorship Information*

Sponsorship opportunities and tickets are available at various price levels.  
For additional information, contact Ms. Muffy Buvens at The Dini Partners at 800-222-5652 or  
[mbuvens@dinipartners.com](mailto:mbuvens@dinipartners.com)

The Barbara Bush Foundation for Family Literacy  
1201 15<sup>th</sup> Street NW, Suite 420  
Washington, DC 20005  
[www.barbarabushfoundation.com](http://www.barbarabushfoundation.com)

**The Maryland Initiative**  
of the  
*Barbara Bush Foundation for Family Literacy*

**Programs Funded by County – As of August 2008**

**ALLEGANY**

2008 Families Reading Together –  
Cumberland YMCA Family  
Support Center

**ANNE ARUNDEL**

2005 Catholic Charities/Sarah's House  
2006 Maryland Dept. of  
Education/Maryland  
Correctional Institution for  
Women, Maryland House of  
Corrections  
2007 YWCA of Annapolis and Anne  
Arundel County

**BALTIMORE COUNTY**

2006 Young Parents Support Center  
2007 Towson University  
2008 Friends of the Family – Family  
Literacy Specialist and Family  
Literacy Fosters Wealth Program  
2008 Head Start Family Literacy ESOL  
Program – Community College  
of Baltimore County

**BALTIMORE CITY**

2005 Baltimore Reads/St. Francis  
Academy  
2005 Learning Bank of COIL  
2006 Baltimore City Head Start  
2006 St. Francis Academy Community  
Center  
2006 Housing Authority of Baltimore  
City/Our House  
2006 HEAL/DRU Family Support  
Center  
2007 Baltimore City Public Schools  
2007 Friends of the Family  
2007 Literacy Works  
2007 Coppin State University  
2008 Our House Family Support  
Center – Housing Authority of  
Baltimore  
2008 DRU Even Start Program of  
HEAL (Health, Education,  
Advocacy, Life, Inc.)

**CECIL**

2006 Cecil County Public Library

**FREDERICK**

2006 Up County Family Center  
2007 Frederick County Public Schools  
Judy Center

**KENT**

2006 Shared Opportunity Services,  
Inc./Kent Family Support Center

**MONTGOMERY**

2005 CASA of Maryland  
2005 Family Services Agency  
2005 Mental Health Association of  
Montgomery County  
2005 Crossways Community  
2006 Spanish Catholic Center  
2007 Centro Familia  
2007 Mental Health Association of  
Montgomery County  
2008 Side by Side: English and Spanish  
Dual Language Literacy Program  
2008 Sewing Seeds of Literacy –  
Crossway Community  
2008 Advanced Literacy Initiatives –  
YMCA of Metropolitan  
Washington Youth & Family  
Services

**PRINCE GEORGE'S**

2005 Prince George's County Child  
Care/ Adelphi-Langely Park  
Family Support Center  
2007 Housing Initiative Partnership  
(HIP) Services  
2008 Family Literacy Program - Literacy  
Council of Prince George's County

**QUEEN ANNE'S**

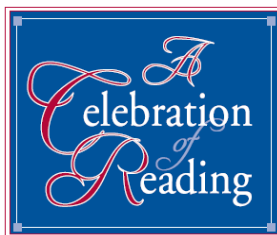
2005 Queen Anne's County Health  
Department  
2008 Sudlersville Even Start Family  
Literacy Program

**TALBOT**

2006 Talbot County Family Support  
Center

*Grants prior to the establishment of the Maryland Family Literacy Initiative funded by the Barbara Bush Foundation for Family Literacy include:*

2002 Villa Louise Family Resource Center - *Baltimore*  
2001 Prince George's Child Resource Center, Inc. - *Largo*  
1997 Maryland Waverly Family Center - *Baltimore*  
1995 Family Life Foundation, Inc. - *Baltimore*  
1993 The Bryn Mawr School - *Baltimore*



**MONDAY, MAY 11, 2009**

**Sponsorship Information**

**Best Sellers - \$100,000**

- 20 tickets (premier seating) to *A Celebration of Reading* at The Music Center at Strathmore and the buffet dinner reception following the program
- 10 invitations to the Authors' Reception hosted by Doro Bush Koch and Tricia Reilly Koch at the Mansion at Strathmore prior to the program
- Invitation for 2 to personal introduction to the authors prior to the Authors' Reception
- Prominent listing in event printed program
- A set of autographed books from all of the participating authors

**Author! Author! - \$50,000**

- 16 tickets (premier seating) to *A Celebration of Reading* at The Music Center at Strathmore and the buffet dinner reception following the program
- 6 invitations to the Authors' Reception hosted by Doro Bush Koch and Tricia Reilly Koch at the Mansion at Strathmore prior to the program
- Prominent listing in event printed program
- A set of autographed books from all of the participating authors

**Adapted For Screenplay - \$25,000**

- 14 tickets (premier seating) to *A Celebration of Reading* at The Music Center at Strathmore and the buffet dinner reception following the program
- 4 invitations to the Authors' Reception hosted by Doro Bush Koch and Tricia Reilly Koch at the Mansion at Strathmore prior to the program
- Prominent listing in event printed program

**Classics - \$15,000**

- 12 tickets (premier seating) to *A Celebration of Reading* at The Music Center at Strathmore and the buffet dinner reception following the program
- 2 invitations to the Authors' Reception hosted by Doro Bush Koch and Tricia Reilly Koch at the Mansion at Strathmore prior to the program
- Listing in event printed program

**Page Turner - \$10,000**

- 10 tickets (preferred seating) to *A Celebration of Reading* at The Music Center at Strathmore and the buffet dinner reception following the program
- 2 invitations to the Authors' Reception hosted by Doro Bush Koch and Tricia Reilly Koch at the Mansion at Strathmore prior to the program
- Listing in event printed program

**Publisher - \$5,000**

- 8 tickets (preferred seating) to *A Celebration of Reading* at The Music Center at Strathmore and the buffet dinner reception following the program
- Listing in event printed program

**Epilogue - \$1,000**

- 2 tickets (preferred seating) to *A Celebration of Reading* at The Music Center at Strathmore and the buffet dinner reception following the program
- Listing in event printed program

**\*Individual Tickets are \$150 per person and include the program and buffet dinner.**



MONDAY, MAY 11, 2009

## Reply Form

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

- Best Sellers - \$100,000
- Author! Author! - \$50,000
- Adapted for Screenplay - \$25,000
- Classics - \$15,000
- Page Turner - \$10,000
- Publisher - \$5,000
- Epilogue - \$1,000
- I would like to purchase \_\_\_\_\_ Individual Tickets at \$150 per person.

**I would like to sponsor a teacher!**

Each year we invite teachers and representatives of family literacy programs from the community who would not otherwise be able to attend. Your contribution will allow even more teachers and program representatives to attend this special evening.

- I would like to sponsor \_\_\_\_\_ teacher(s) at \$150 per person.

**No, I will be unable to attend this year**, but please accept my contribution in the amount of \$\_\_\_\_\_.

### Payment Options:

- Enclosed is my check for \$\_\_\_\_\_.
- I will pay by credit card. Instructions: please go to [www.barbarabushfoundation.com](http://www.barbarabushfoundation.com) and click on the *Celebration of Reading*. Click onto the link for the *Maryland Celebration of Reading* on-line ticket purchase option. **To ensure your reservation and distribution of tickets, please return this form via fax (713-942-8708) in addition to completing the on-line transaction. The deadline for on-line purchases is April 21, 2009.**

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Contact person \_\_\_\_\_

Listing for Sponsor Recognition \_\_\_\_\_

Please complete and return this reply form in the enclosed envelope to PO Box 131614 Houston, Texas 77219-1614. Make checks payable to **The Barbara Bush Foundation for Family Literacy**, Tax I.D. #23-7343119. The fair market value of the dinner is \$75. The balance is tax deductible. For further information, please contact Ms. Muffy Buvens at The Dini Partners - (800) 222-5652 or [mbuvens@dinipartners.com](mailto:mbuvens@dinipartners.com).