



CELEBRATION OF READING DALLAS

benefiting the Barbara Bush Foundation for Family Literacy
and the Barbara Bush Texas Fund for Family Literacy

Monday, November 16, 2009

The Morton H. Meyerson Symphony Center

Barbara Bush proudly announces the
2009 Celebration of Reading

An evening of readings by best-selling authors

DAVID BALDACCI

True Blue

(October 2009)

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

JULIA REED

The House on First Street

and special surprise guests

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. She has confirmed several outstanding authors. **David Baldacci** is the internationally-acclaimed author of 17 bestselling novels. *Absolute Power*, David's first novel, debuted as a *New York Times* bestseller, and David's string of bestsellers list debuts has continued through his latest novel, *First Family*. **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!** We will also enjoy the Southern humor of **Julia Reed** and her book *The House on First Street*.

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 has awarded over \$34 million in grants to 773 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 former 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 Flag	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 Moore	James McBride	Tom Wolfe
Bill Burke		Brad Meltzer	
Barbara Bush	Khaled Hosseini	Jim Nantz	

SPONSORSHIP INFORMATION...

Sponsored Tables and Tickets are available at various price levels. See www.barbrabushfoundation.com

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

ceickenroht@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
Cynthia and Louis Beecherl
Angela and Tim Berry
Sandra and Michael Brown
Linda and Bob Buford
Mary and Bill Ceverha
Rita and Bill Clements
Janet and Phil Cobb
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
Gail and Bill Madden
Kathy and Ross Mason
Betsy and Scott Matheson
Tracy and Jeff Matthews
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 August 26, 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!



The reviews are in for the 7th annual Celebration of Reading in Dallas! Comments from guests and committee members all reflect the ongoing popularity of this great event:

My guests thoroughly enjoyed the evening as did I. The food was amazing.....so good and tasty. I was most impressed by how much everyone talked about wanting to read more! Seems like a home run to me! Thanks to Mrs. Bush for allowing me to be involved! **Brad Alford**, Committee member

My comments about the Literacy event would be that the event was absolutely amazing and was very well run, no flaws at all. I enjoyed each amazing story about the readers and was an honor to meet each person and thank them for writing their stories. The evening was magical, food and wine were very tasty and the fellowship absolutely perfect – job well done !! **Corby Jastrow**, new supporter

The authors this year, as in past years, were well chosen, interesting, and different. The ability to bring a fresh story from one of the student recipients each year provides one of the highlights to the event. The personal relationships you share with some of the authors adds another level of interest. The interaction with President Bush is always humorous and down to earth. **Scott Smith**, CEO and General Manager, Medical City Dallas

The evening was fantastic. It was obvious every detail of the evening was carefully thought out: facility, program, dinner and these alone would have made the evening outstanding. What made it particularly pleasing was the cast of authors present. We learned something from every one of them and we will read each of their books. Our thanks and congratulations to you all for hosting this terrific program. **Jeff Jones**, new supporter

I can't quite put my finger on it, but this year was a very different experience. Perhaps it was the writers and their emotional content and delivery. These events can become formulaic and this time the pattern was broken. The evening turned out to be surprisingly special. **Scott Hancock**, Bessemer Trust

This year's event was the best ever. The patriotic and inspirational nature of the readings and the songs by the choir were perfect for the difficult times we are experiencing. A perfect reminder of how truly blessed we are to live in this great country. My friends and I do not attend many weeknight events because we have children at home and lots of obligations however, we never want to miss Celebration of Reading. **Penny Cook**, committee member

It was a wonderful night. The whole event was very well put together. As first time donors we were thrilled. We look forward to being a part of this great event next year.
Brad Reeves, new donor

I thought the event was tremendous and cannot find adequate words to express my thoughts. Thank you so much! **Don Fitzgibbons**, new donor

We were very pleased to have the opportunity to attend for the first time. The writers were all terrific - a good blend with completely different perspectives, and we enjoyed the program so much! It was a special treat to see the President and Mrs. Bush on stage - they added a special touch to the evening. We are already looking forward to a return next year on Nov 16, 2009. And, we appreciate the books ... we will be reading for awhile. **Glenn Picquet**, new donor

To say that Fran and I had a great time would be one of the understatements of 2008. We thoroughly enjoyed the authors, the Texas Boys Choir, as well as seeing the President and First Lady again this year. Everyone indicated this was the best event they have attended this year. **Tom Slone**, Committee member

Several of my guests said it was the best ever. **Caroline Hunt**, Co-Chair

EVERYONE at my table was blown away by the quality of the authors, the diverse messages (something for everyone was the theme of the table talk) and the powerful, bold messages that were shared. In particular, comments were consistently about the power of words and those who write them and say them. Everyone felt moved by the personal stories of victory over very difficult circumstances. As I walked through the crowd, I saw many key leaders in Dallas. My impression (and certainly this is true for me) is that everyone comes because they LOVE to be there and it is a gift to themselves to sit back, listen, learn and enjoy a nice, simple meal with friends.
Jeanne Phillips, Committee member

As always, last night was terrific!! Our guests who had never been before thought it was outstanding. One fella said it was the best thing he has ever attended. **Sally Heglund**, Co-Chair

Everyone in my group thought it was the best one yet. How you all continue to up the bar is a mystery to me. It was very inspirational and thought provoking.
Donell Wiggins, Committee member