

CELEBRATION OF READING DALLAS

benefiting

The Barbara Bush Foundation for Family Literacy and
The Barbara Bush Texas Fund for Family Literacy

MONDAY, NOVEMBER 8, 2010

The Morton H. Meyerson Symphony Center

Barbara Bush announces an evening of readings by best-selling authors:

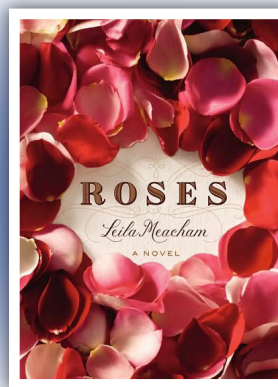
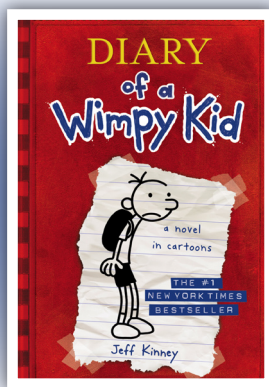
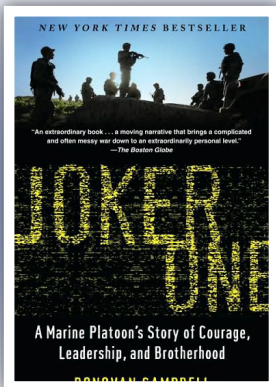
DONOVAN CAMPBELL was awarded the Combat Action Ribbon and a Bronze Star with Valor for his time in Iraq. His best-selling novel, *Joker One: A Marine Platoon's Story of Courage, Leadership and Brotherhood* is the extraordinary story of one Marine platoon's brotherhood, honor, and sacrifice during Iraq's battle of Ramadi.

JEFF KINNEY is the best-selling author of the blockbuster series of books - *Diary of a Wimpy Kid*. All books in the series have been instant *New York Times* bestsellers. A live-action *Wimpy Kid* movie is soon to be released by Fox 2000. Jeff's sense of humor appeals to youth and adults alike, making him one of the best-selling authors in print today.

LEILA MEACHAM, after retiring from a rewarding teaching career, submitted the manuscript of *Roses* for publication, and has since watched her debut novel climb the *New York Times* Bestsellers List to the ranks of its Top 10. *Publishers Weekly* calls *Roses* an "enthraling stunner and good old-fashioned read" that marks the return of the southern epic genre.

CONDOLEEZZA RICE, former National Security Advisor and Secretary of State under the administration of President George W. Bush, has agreed to a three-book deal with Crown Publishers. The first and yet unnamed memoir is due out in 2011. It will provide a glimpse into her role in protecting American security and shaping foreign policy during the extraordinary period from 2001-2009.

with other best-selling authors soon to be announced!



Sponsorship opportunities and tickets are available at various price levels. For additional information, contact Carrie Eickenroht of Empower Events at 888-466-2812 or ceickenroht@empowerevents.com
The Barbara Bush Foundation for Family Literacy
www.celebrationreading.com



MONDAY, NOVEMBER 8, 2010

THE MORTON H. MEYERSON SYMPHONY CENTER – DALLAS, TEXAS

THE CELEBRATION

To celebrate reading is to spend an incredibly warm and engaging evening with George and Barbara Bush and some of their favorite best-selling authors at the annual fundraiser benefiting the Barbara Bush Foundation for Family Literacy and the Barbara Bush Texas Fund for Family Literacy. Mrs. Bush personally has invited best-selling authors who give freely of their time to share their works with guests: decorated Iraq war veteran **Donovan Campbell**, whose best-selling book *Joker One* tells the extraordinary story of one Marine platoon's brotherhood, honor, and sacrifice during Iraq's battle of Ramadi; **Leila Meacham**, whose debut best-selling novel *Roses* has marked the return of the southern epic genre with expert, unabashed, big-canvas storytelling reminiscent of Margaret Mitchell's *Gone with the Wind*; **Jeff Kinney** is the #1 bestselling author of the blockbuster series of books, *Diary of a Wimpy Kid*, soon to be a live-action movie by Fox 2000; and former National Security Advisor and Secretary of State **Condoleezza Rice** who will share her soon-to-be released memoir about her years in the President George W. Bush administration. Mrs. Bush will be announcing additional authors soon.

The evening starts with the Authors' Reception for major donors - a casual mix-and-mingle with the Bushes and authors where these 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, as best-selling authors truly bring their 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 featured authors.

THE BARBARA BUSH FOUNDATION
FOR FAMILY LITERACY

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." As of June 2009, the Foundation and the Fund have awarded more than \$34 million in grants to over 773 family literacy programs in all 50 states 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.

*A*UTHOR ALUMNI

A Celebration of Reading proudly recognizes the following authors for their generosity of time and talent, and whose books inspire all readers to celebrate the gift of literacy.

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

*E*VENT INFORMATION

Monday, November 8, 2010
Authors' Reception – 5:30 to 6:30 p.m.
Program – 7:00 p.m.
Light supper follows the readings
The Morton H. Meyerson Symphony Center – Dallas, Texas

*S*PONSORSHIP AND TICKET INFORMATION

Sponsored Tables and Tickets are available at various price levels.
For additional information,
contact Carrie Eickenroht at Empower Events
toll free 888-466-2812 or ceickenroht@empowerevents.com
To sign up on-line, visit www.celebrationreading.com



Monday, November 8, 2010

The Morton H. Meyerson Symphony Center – Dallas, Texas

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 Hogle

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

Lisa and Matt Rose

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 February 25, 2010*



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 8, 2010

*The Morton H. Meyerson Symphony Center
Dallas, Texas*

REPLY FORM

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 \$_____

*If you would like to pay by credit card, please go to www.celebrationreading.com and click on the link for the Dallas *Celebration of Reading*.

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. 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 Empower Events toll free at (888) 466-2812 or ceickenroht@empowerevents.com.

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



The reviews are in from the 8th annual Celebration of Reading!

*Want to know why this event is one of Dallas's most popular?
Comments from guests and committee members at last year's event reflect
the ongoing popularity of this great event:*

What an extraordinary evening! It truly was one of the best events we have ever attended. The authors were all wonderful and what a treat for us to have President Bush (41) be a part of the program. Celebration of Reading just keeps getting better and better and last night was the best yet. Barbara Bush was, as usual, fun, articulate and gracious. Everyone was enchanted. I was so proud to be on the team of such a special affair that impacts literacy. **Gail Madden**

I had 8 people at my table that have never been to COR. They all LOVED the evening and said they want to make it an annual event. All are in book clubs. The entire evening was really great, as usual. It is just one of those evenings that is refreshing for your mind and soul and offers something different to do in Dallas. I hope to continue to help get "new" people involved. It is a fun event to work on and to attend. Food was good. This is a perfect event. Don't change anything! **Jeanne Phillips**

Congratulations, first of all, on another great event. Seeing Number 43 there was a special treat for us. As you know, Fran and I have attended the Celebration of Reading for several years and have over the years invited the same friends to attend. Each of them said that they enjoyed this year's event more than any other they had attended. Again, Fran and I really enjoyed the evening. **Tom Slone**

I thought the evening was the best ever!! (if that's possible). All the authors were incredibly entertaining. The purpose of the event was perfectly presented. And the food was absolutely delicious. Louis and I were thrilled to be involved this year. Everyone should be celebrating. We are still laughing from the finale by President George W. Bush. I'm sure Mrs. Bush will get the last word before it's over, mothers always do. **Cynthia Beecherl**

All I can say is that it was a great evening.....this year's authors were great entertainment. Personally, what makes it special for me is how the Bush Family makes everyone so warm & welcome and the event so "genuine". Gets better every year! And you do such a great job! **Ron Rinard**

As always, last night was an A-One event. Everything was great--the authors, all the Bushes, the food, everything. Another huge success. **Sally Hoglund**

Tonight was the best ever! And the food was fabulous! Everyone loved it! I was thrilled. Congratulations! Have to say how terrific it was - the best ever! **Nancy Halbreich**

Great Authors!!! Having President Bush (43) at the event was great! President Bush was hilarious and really made the event that much more fun! Overall I would give the event a 9 out of 10. Everyone else said it was such an honor to even be invited and how wonderful everything was. **Jan Rees-Jones**

As always it was a great success. I think the biggest surprise has been the buzz about town from people who weren't there and had heard the "excerpt" from President Bush's book. They were all sorry they were not there and are already talking about being there next year. Another fun, informative and successful event. **Donell Wiggins**

Everyone at my table agreed we wouldn't miss the Celebration of Reading. Not only do we believe in the goals, but it's always thought stimulating with great humor. **Caroline Rose Hunt**

This was the third year for some of my group. We all thought last year's was the absolute best experience and couldn't imagine topping it. But, we all agreed that this one (although a different mood from last year) was the best! Wow! I don't know how they are going to keep exceeding expectations! It was an excellent event from start to finish. A BIG thank you to all who put the event together. **Lisa Wyly**

The Celebration of Reading event was, as usual, absolutely fabulous. Barbara, George H.W., George W., George P. and Mandy Bush were all very lively and entertaining. I really enjoy the format of the evening and the set for the stage. It all works together to showcase the work being done through the Barbara Bush Foundation for Family Literacy. I share a love for reading and cannot imagine what life would be like without the ability to read and write. It is so enriching to have the opportunity to hear the authors that you've read share excerpts from their books or stories about what inspired them to write such stories. I also find the success stories shared by the people that have benefited from the literacy programs in the area very touching and motivating. The Celebration of Reading event is always such a festive and enriching evening. **Diana Collier**

I have to say that it was one of the best and most memorable events I have attended since moving to Dallas. My wife is the voracious reader in our family and I went not really knowing what to expect. We were both blown away. All of the authors were very interesting and we were compelled to put all of their books on our must read list. It was a very special treat to hear from our former First Lady and two Presidents. They are a truly great family and it fascinating to watch all of them have fun with one another. **Paul Hoffman**

Once again, a great event. We had 30 friends and family there and my on-site poll came back 100% thumbs-up. **Bill Ceverha**