

Doro Bush Koch and Tricia Reilly Koch

proudly announce



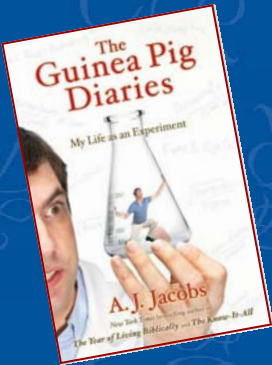
benefiting

The Maryland Initiative of the Barbara Bush Foundation for Family Literacy

TUESDAY, MAY 18, 2010

The Music Center at Strathmore • North Bethesda, MD • 7:00 pm

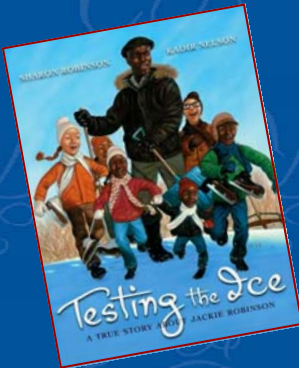
A wonderful evening of readings featuring best-selling authors:



CHRISTOPHER BUCKLEY, best-selling satirist and veteran Washington insider, is considered one of the funniest writers of his generation. He is currently editor-at-large for *ForbesLife* magazine and his regular "What Fresh Hell" blog on the *dailybeast.com* is widely read. His long string of *New York Times* bestsellers includes *No Way to Treat a First Lady*, *Little Green Men*, *Wry Martinis*, *God is My Broker*, *Thank You for Smoking* and *Washington Schleppeed Here*. His latest bestseller *Losing Mum and Pup* is his most personal, the tragicomic true story of the year in which both of his famous parents passed away.

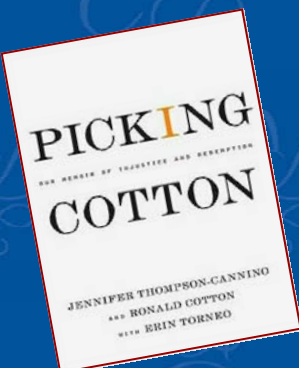


A.J. JACOBS is the author of two *New York Times* bestsellers: *The Know-It-All* (for which he read the entire *Encyclopedia Britannica*) and *The Year of Living Biblically*, in which he attempted to literally follow all 10 Commandments for one year. His most recent work is *The Guinea Pig Diaries: My Life as an Experiment*, an amusing collection of his articles, both new and previously published. He is the editor-at-large at *Esquire* magazine and has written for *The New York Times*, *Entertainment Weekly*, *Glamour*, *New York* magazine, *New York Observer*, and many other publications.



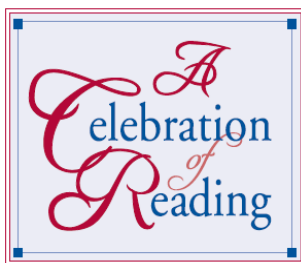
LEILA MEACHAM, at 69 years of age, submitted the manuscript of *Roses* for publication, and has since watched her debut epic novel climb the *New York Times* Bestsellers List to the ranks of its Top 10. *Publishers Weekly* calls *Roses* an "enthraling stunner and good old-fashioned read," the return of the southern epic genre. With expert, unabashed, big-canvas storytelling, *Roses* covers a hundred years, three generations of Texans and the explosive combination of passion for work and longing for love.

SHARON ROBINSON daughter of the legendary American hero, Jackie Robinson, has written *Testing the Ice* for children - a stunning metaphor for Jackie Robinson's legendary breaking of the color barrier in Major League Baseball. She honors her extraordinary father's memory with her warm graceful storytelling. Two-time Caldecott Honor Book artist Kadir Nelson has created richly rendered paintings that radiate with the beauty and spirit of one of America's finest heroes. Sharon is the author of many widely praised nonfiction and fiction novels including *Promises to Keep: How Jackie Robinson Changed America* as well as two middle-grade novels, *Safe at Home* and *Slam Dunk*.



JENNIFER THOMPSON-CANNINO & RONALD COTTON have forged an unlikely friendship that changed both their lives. In their book *Picking Cotton*, which arrived on the *New York Times* bestsellers list in April of 2009, Jennifer and Ron unfold the harrowing details of a tragedy and demonstrate the healing power of forgiveness. In 1984, Jennifer was attacked by a rapist who she positively ID'd in a police line-up two days later. Ronald Cotton was the man she picked, but 11 years later, he was cleared of the crime by DNA evidence. Today Jennifer and Ron speak not only to their shared experience, but also to the issue of mistaken eyewitness testimony, the #1 cause of wrongful convictions.

*Sponsorship opportunities and tickets are available at various price levels.
For additional information, contact Ms. Muffy Buvens of Ward & Ames Special Events
800-222-5652 • mbuvens@wardandames.com • www.celebrationreading.com*



TUESDAY, MAY 18, 2010

THE MUSIC CENTER AT STRATHMORE • NORTH BETHESDA, MARYLAND

The Celebration

Doro Bush Koch and her good friend and sister-in-law Tricia Reilly Koch are proudly hosting the 7th 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. On this evening, Doro and Tricia invite all to join them in their family's life-long passion, to applaud the gift of literacy and the transformational effect that reading together has on families.

In the world of traditional reading events, with its spontaneity, humor and warmth, *A Celebration of Reading* stands apart from all others. 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." This year's best-selling authors include **Leila Meacham** (*Roses*), **Christopher Buckley** (*Losing Mum and Pup*), **Sharon Robinson** (*Testing the Ice*, about her father Jackie Robinson), **Jennifer Thompson-Cannino & Ronald Cotton** (*Picking Cotton*) and **A.J. Jacobs** (*The Guinea Pig Diaries*). Surprise guests have become a hallmark of the show, as has 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 the featured authors.

The Event

Tuesday, May 18, 2010

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 \$34 million in grants to 773 family literacy programs in 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 enjoying resounding success, with grants of nearly \$2.5 million to 51 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 18, 2010 *Celebration of Reading*.

Author Alumni

James A. Baker III
David Baldacci
Rondé 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
Kelly Corrigan
Marcus Luttrell
Antwone Fisher
Fannie Flagg
Ron Hall &
Denver Moore

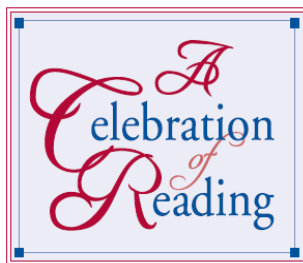
Doris Kearns Goodwin
Immaculée Ilibagiza
Jeff Kinney
Mike Krzyzewski
(Coach K)
Perri Klass
Sheila Klass
Doro Bush Koch
Jon Meacham

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

Sponsorship Information

Sponsorship opportunities and tickets are available at various price levels. For additional information, contact Ms. Muffy Buvens at Ward & Ames Special Events

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THE MUSIC CENTER AT STRATHMORE • BETHESDA, MARYLAND

Honorary Chairs

President George H. W. Bush and Barbara Bush
President George W. Bush and Laura Bush
Governor and Mrs. Martin O'Malley

Chairs

Doro and Bobby Koch
Tricia and Danny Koch
Margaret and Marvin Bush

Founding Sponsor

Mr. and Mrs. David M. Rubenstein

Host Committee*

Alex and John Anderson
Margaret and
Gregory Auger
Lisa and Greg Barnhill
Pooh and David Beightol
Susan and Bryan Brewer
Patrice and Scott Brickman
Cindy and John C. Buck, Jr.
Beanie and Corey Burr
Cindy and John Byrne
Margy and Ralph Caccia
Nancy and Kevin Clark
Sharon and Bill Coale
Jake and Tom Collamore
Trish and Neil Cullen
Emma and Derrick Dockery
Mary and Doug Donatelli
Jean Marie and Tim Doyle
Liz and Dick Dubin

Kimberley and John Fraser
Kerri and Jim Gardiner
Cathy and Ed Gillespie
Nancy and Lou Grasmick
Vicki and Kevin Hartley
Ruth and Rob Hartmann
Cary Hatch and
Doug Snyder
Theo and Stephen Hayes
Karen Horrigan
Diane and Shelly Kamins
Ann and Richard Kane
Mary and John Kane
Farleigh and Jim Killen
Kendell and Neil King
Carol and Robin King
Mary Ann and Ned Krause
Sydney and Todd Lamb
Vicki and Scott Langerman

Stephanie and Dan Lennon
Christy and Michael
MacCormack
Gigi and Doug Meinecke
Rob Mosbacher
Nancy and John Mion
Janine and George Myers
Patty and Mike Orfini
Dennis Potter
Dorothy and Henry A.
Rosenberg, Jr.
Mary Lynn and Jim Shanahan
Kathryn and Rob Stewart
Polly and John Sturm
Diane and Peter Terpeluk, Jr.
Jean and Dick Thompson
Mary and John Walters
Didi and Peter Watson
Jennifer and Ted Winslow

**As of February 5, 2010*

THE MARYLAND INITIATIVE OF
The Barbara Bush Foundation for Family Literacy

WHY SUPPORT FAMILY LITERACY?

- The latest figures from the US Department of Education's National Assessment of Adult Literacy (NAAL) reflect that *30 million American adults are below the basic literacy level* (have no more than the most simple and concrete literacy skills).
 - Sadly, 20% of MD citizens function at the lowest literacy rate.
 - Maryland currently ranks 48th among 50 states in resources allotted to adult education. And yet, children's literacy rates are strongly linked to adults' education.
- According to the Maryland Department of Education, there are 1.5 million adults whose literacy skills fall below the basic literacy level, meaning they are unable to complete simple literacy tasks such as filling out a job application, fill out a deposit slip, or read a prescription label. *Nationwide, there are 34 million people at this level.*
 - 38% of Maryland's adults have significant literacy needs
 - 57% of those adults are not in the labor force
 - and 25% are at or below the poverty level.
- Poor reading and writing skills have a devastating lifelong impact – 75% of school dropouts report reading problems, and at least half of adolescents and young adults with criminal records have reading difficulties.
- 1 out of every 5 of our nation's school-age children suffer from reading failures.
- The estimated cost of illiteracy to taxpayers and businesses is \$20 billion per year. 75% of Fortune 500 companies provide some level of remedial training for an estimated 8 million workers at an estimated cost of \$300 million per year. (Laubach Literacy Action)
- As the education level of adults improves, so does their children's success in school. Helping low-literate adults improve their basic skills has a direct and measurable impact on both the education and quality of life of their children. (National Institute for Literacy)
- 85% of all juveniles who interface with the juvenile court system are functionally illiterate. (National Assessment of Adult Literacy, 2003)
- The mission of the Barbara Bush Foundation for Family Literacy is to establish literacy as a value in every family because we believe the home is the child's first school – the parent is the child's first teacher – and reading their first subject.
- We support the development of *family literacy programs* where parents and/or primary caregivers and their children *learn and read together*.

- Adults need to know how to read, write and comprehend in order to participate fully in the economy and exercise the democratic rights afforded by their American citizenship.
- Children who have grown up in print-rich environments develop critical pre-reading skills and are more likely to begin school ready to learn – the result of being read to early and often by parents.
- Low literacy rates in MD by county:

County	Population	Percent lacking Basic Literacy Skills	# People lacking Basic Literacy Skills
Maryland	4,190,921	11.20%	469,383
Allegany County	56,364	11.31%	6,376
Anne Arundel County	382,397	6.43%	24,577
Baltimore city	481,996	15.93%	76,795
Baltimore County	604,554	7.10%	42,916
Calvert County	63,959	8.66%	5,539
Caroline County	23,692	14.55%	3,448
Carroll County	123,669	6.39%	7,900
Cecil County	70,760	7.84%	5,546
Charles County	99,473	9.08%	9,032
Dorchester County	24,202	16.00%	3,872
Frederick County	159,901	6.24%	9,971
Garrett County	23,600	11.56%	2,727
Harford County	176,895	5.97%	10,553
Howard County	197,975	6.03%	11,940
Kent County	15,125	12.12%	1,833
Montgomery County	704,391	10.81%	76,167
Prince George's County	625,557	21.89%	136,929
Queen Anne's County	34,431	7.26%	2,501
Somerset County	17,298	18.94%	3,277
St. Mary's County	68,580	7.64%	5,239
Talbot County	27,870	9.37%	2,612
Washington County	101,875	8.99%	9,156
Wicomico County	66,658	10.44%	6,959
Worcester County	39,700	10.54%	4,184

SOURCE: U.S. Department of Education, Institute of Education Sciences, National Center for Education Statistics, 2003
National Assessment of Adult Literacy



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THE MUSIC CENTER AT STRATHMORE • NORTH BETHESDA, MARYLAND

Sponsor Benefits

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.



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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. Please visit www.celebrationreading.com and click on **Maryland 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 to the Foundation address below. 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 Ward & Ames Special Events
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· THE BARBARA BUSH FOUNDATION FOR FAMILY LITERACY ·
1201 15TH STREET, NW · SUITE 420 · WASHINGTON, DC 20005
(800) 222-5652 · FAX (713) 266-2481 · WWW.BARBARABUSHFOUNDATION.COM