

## NEA's Read Across America Today

There's only one event that will get teachers, principals, and school employees to dye their hair blue, cook up a breakfast of green eggs and ham, or be duct-taped to a wall if it boosts their students' enthusiasm for reading.

NEA's Read Across America Day has become a national celebration of the magic of books and an opportunity for silly and serious reading events that drive home the message that children who read will achieve. NEA members across the country mobilize their schools and communities into reading celebrations of all shapes and sizes from pajama read-ins at local libraries to reading parades down Main Street. America's leading celebrities, athletes, and politicians take time out from their busy schedules to take part, including James Earl Jones, Morgan Freeman, First Lady Laura Bush, Jamie Lee Curtis, Tiki Barber, Alex Rodriguez, Kirk Douglas, and Shaquille O'Neal.

To help NEA members and the public, NEA's Read Across America offers an online toolkit and Web site filled with reading promotion materials plus resources and links to Read Across America's 50 national partner organizations.

NEA's Read Across America Day also has caught the media's attention with reading forecasts by television meteorologists and major coverage in leading newspapers, magazines, and broadcast media.

NEA state affiliates have even created their own Read Across America campaigns, crafting special themes and reading challenges to get kids and adults excited about reading.

Today, more than 45 million children and adults gather around great books on March 2, and the number keeps growing.