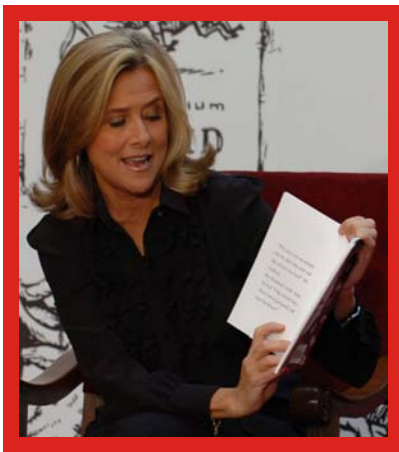




What is Jumpstart?

Jumpstart is working toward the day every child in America enters school prepared to succeed. Year-round, Jumpstart recruits and trains college students and community volunteers to work with preschool children in low-income communities, helping them to develop the language, literacy and social skills they need to succeed in school and in life.

Founded in 1993 with 15 college students working with 15 preschoolers, Jumpstart is now a national leader in early childhood education, with volunteers serving more than 1 million of hours to children in need this year alone.



Meredith Vieira of NBC's TODAY Show reads as part of Jumpstart's Read for the Record Campaign!

Jumpstart's Read for the Record®

Jumpstart's Read for the Record brings national attention to the importance of early education by organizing the world's largest celebration of reading, community service and fun! Each year, the campaign sets a world record for the most children reading the same book with an adult on the same day.

Thousands of reading events are organized by Governors, Mayors, schools, businesses, libraries, individuals and other organizations. During the past four years, more than 3 million children have participated in Jumpstart's Read for the Record Campaign allowing Jumpstart to donate more than 750,000 books to children in low-income communities.

2009 Campaign: *The Very Hungry Caterpillar!*

This year's Jumpstart's Read for the Record Campaign was the most successful yet as we broke the world record for the number of adults and children reading the same book on the same day in support of early childhood education!

On October 8, 2009, 2 Million children read *The Very Hungry Caterpillar* in a celebration of reading, service and fun—all to support Jumpstart's work with preschool children in low-income communities.

Visit www.readfortherecord.org to learn why **Matt Lauer, Meredith Viera, Mary-Louise Parker, Eric Carle, Lo Bosworth, Emily Osment, Henry Winkler, Bill Nye** and **LL Cool J** have all joined this movement and how you can too!

2009

275,000

Books Donated

2M

Children Participated

600M

Media Impressions