



Mayor Luttrell Boosts Efforts to Provide Books for Local Children

Germantown, TN (April 9, 2015) – Shelby County Books from Birth will receive a \$10,000 donation from Shelby County Mayor Mark H. Luttrell, Jr. this week. Mayor Luttrell will make the presentation at Books from Birth’s *Open a Book, Open the Imagination* luncheon this Thursday, April 9, at Ridgeway Country Club, 9800 Poplar Ave, at 12:30 p.m.

“Books from Birth provides a vital service to our community. Children who receive books often begin reading at an early age that greatly enhances their abilities to excel in school. I’m pleased to be part of this important mission to better the education of children throughout Shelby County,” said Shelby County Mayor Mark H. Luttrell, Jr.

The donation comes from the Shelby County Mayor’s Charity Golf Tournament held annually at Edmond Orgill Golf Course. Mayor Luttrell started the tournament in 2010 to raise money to benefit youth and provide student scholarships for educational programs.

Local parents and community leaders have joined together for the *Open a Book, Open the Imagination* luncheon to raise funds to provide books for local children enrolled in the Books from Birth program. Since 2005, nearly 100,000 Shelby County children, birth to age five, have participated in the Books from Birth program. Luncheon attendees and speakers include Stan Joyner, Mayor of Collierville, Rocky Janda, Vice-Mayor of Germantown, John Aitken, Superintendent, Collierville Schools, Mary Anne Gibson Alderman of Germantown, and Dean Hoskins, Vice President of the Governor’s Books from Birth Foundation.

Peter Abell, Executive Director of Shelby County Books from Birth said, “Local supporters make it possible for every child in Shelby County to participate in Books from Birth. Over 39,000 books are mailed to children in Shelby County every month and over 58,000 children have graduated from the program.”

Fueled by grassroots neighborhood outreach, childcare centers and literacy groups, Shelby County Books from Birth (SCBFB) is the world’s largest affiliate of Dolly Parton’s Imagination Library. SCBFB promotes kindergarten readiness and strengthens family bonds by mailing an age-appropriate book each month to children registered in the program. Every child in Shelby County, from birth to age five, is eligible for the program and there’s no cost to the family. Parents can register their children online at booksfrombirth.org or by calling 901-820-4501.

For more information about Shelby County Books from Birth, visit booksfrombirth.org or contact Andra DeVincenzo via email at andrad@booksfrombirth.org or by phone at 901-674-4696.

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