



**NEWS RELEASE**

September 9, 2023

FOR IMMEDIATE RELEASE

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**Camarena Memorial Library will host Fiesta Mexicana family night  
with a special story time visit by Kids Need to Read**

Book giving program arrives in Calexico, CA

Mesa, AZ – Kids Need to Read’s (KNTR) Page Coach will be arriving at Camarena Memorial Library to help celebrate reading during Fiesta Mexicana. The Page Coach program is KNTR’s mobile literacy outreach which brings books and reading resources to communities all over the southwest.

On Thursday, September 28th, 2023, the Camarena Memorial Library will host Fiesta Mexicana, a family night which will include special events from 5-7pm. The library is located at 850 Encinas Avenue, Calexico, CA. The planned activities will include crafts, games, and story time sessions by Miss Tina and Miss Jessica from Kids Need to Read. Additionally, children of all ages are encouraged to visit the KNTR story time room for a free book. Family fun for the whole community!

Kids Need to Read will also be delivering 763 new children’s books for library card holders to borrow from the library. This donation of new books has a retail value of over \$11,000. Library Manager Lizeth Legaspi was informed of the book donation via email and responded with “THANK YOU SO MUCH!!!” We don’t mind the shouting, that’s a lot of free books!

When asked about the motive behind the project, Kids Need to Read Executive Director Jessica Payne stated, "A library is the heart of any community. Kids Need to Read not only invests in these indispensable bastions of literary treasure, it also encourages and connects the communities served by each library in order to inspire support for future generations."

Kids Need to Read would like to thank PetSmart Charities, Highlights, GBS Books and all the authors, publishers and private donors who make events like this possible for KNTR.

To additionally support the community of Calexico, KNTR’s Page Coach is also scheduled to stop at Calexico School District to deliver a book for each and every 2<sup>nd</sup> grade student. In addition, Calexico High School will receive over 300 books to refresh and expand their library.

**About Kids Need to Read:**

Founded with a passion to improve the lives of disadvantaged children by providing inspiring book collections and engaging literacy programs to underfunded schools, libraries, and organizations across the nation, Kids Need to Read aspires to empower and embolden every last child through a culture of reading. For many of the children it serves, Kids Need to Read represents a crucial link to a strong literacy education, and its programs help build and nurture support systems for the development of literate minds. By immersing children in an integrated world of literary experiences that teaches them, firsthand, the impact of reading on every aspect of life, imagination is ignited and confidence is built for a prosperous future, regardless of race, economic status, or personal capabilities.

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