



Contact:  
**Karine Stallings**  
Durham's Partnership for Children  
Community Development Manager  
403-6960 x221 599-5855 (mobile)  
Karine@dpfc.net

**FOR IMMEDIATE RELEASE**  
**TUESDAY, APRIL 15, 2008**

**Durham's Partnership for Children, the Volunteer Center of Durham to connect corporate volunteers with child care centers to support early literacy**  
*Partnering for Early Literacy Day on April 16 to reach more than 300 young children*

**Durham, NC**—Durham's Partnership for Children, a Smart Start Initiative, and the Volunteer Center of Durham are partnering for early literacy during Week of the Young Child (April 13 to April 19), a national observance lead by the National Association for the Education of Young Children (NAEYC).

Corporate volunteers from ChannelAdvisor, Credit Suisse and Measurement, Incorporated will be learning about the importance of early literacy and quality early care and education as a foundation for continued success in school and life as they read to more than 300 young children across Durham County.

**What:** Partnering for Early Literacy Day

**When:** Wednesday, April 16, 2008 from 9:30 – 10:30 a.m.

**Where:** Eight child care facilities across Durham

**Who:** Corporate volunteers will read to young children and learn more about the importance of early literacy.

**Photo opportunity:** Clifford the Big Red Dog will be present at a few child care facilities.

In support of this event, The Better Business Bureau Educational Foundation is donating two books for each child participating and Barnes and Noble has donated a Clifford costume to entertain children at the two of the largest participating child care facilities.

"We are fortunate to be working with eight high-quality child care facilities and the Volunteer Center of Durham to engage corporate volunteers about the importance of early literacy and its impact on children's school readiness and future continued academic success," said Marsha Basloe, Executive Director of Durham's Partnership for Children.

"Anything we can do to help raise awareness and promote the importance of reading to young children is a worthwhile endeavor," said Stephen Raburn, Executive Director at the Volunteer Center of Durham. "I think it says a lot about our community that employees at three of our major corporations are taking time off from work to volunteer in this project. And, we're excited to partner with Durham's Partnership for Children, an organization that provides invaluable services to our youngest, most vulnerable children and their families," he added.

#### **About Durham's Partnership for Children**

Durham's Partnership for Children was founded in 1994 and first funded in 1995 to administer the Smart Start grant in Durham County. Smart Start is North Carolina's nationally recognized initiative to ensure all children enter school healthy and ready to succeed. Smart Start helps working parents pay for childcare, improves the quality of childcare and provides health and family support services in every North Carolina County. The Partnership works with funded partners (affiliated organizations) to achieve its mission: "To mobilize and unify the Durham community to create and support innovative and successful approaches to serving the needs of children 0-5 and their families." Durham's Partnership for Children also administers the Governor's More at Four Program in Durham County. For more information about Durham's Partnership for Children, visit [www.dpfc.net](http://www.dpfc.net) or call 919-403-6960, ext. 221.

#### **About the Volunteer Center of Durham**

The Volunteer Center of Durham is a private nonprofit organization that has been in operation since the early 1970's. Essentially, the Volunteer Center bridges the gap between the nonprofit/public sector and the private community. One of our strengths is our flexibility. We can provide on-going or one-time volunteer opportunities. We partner with large corporations who are looking for community service projects and we work with students who want to spend a weekend or a semester improving their community and building their resume. Whatever your area of interest: children, literacy, the environment, animals, hunger, homelessness.... we have meaningful volunteer opportunities. Programs include Durham traditions like Share your Christmas, the Mayor's Award and The Great Human Race – just to name a few. For a complete listing of programs please visit the website: [www.thevolunteercenter.org](http://www.thevolunteercenter.org) or call 919-688-8977.