

## **FOR IMMEDIATE RELEASE:**

Media Contact: Elisa Weaver, Director of Community & Personnel Services

Telephone Number: 626-355-5278 Email: city@cityofsierramadre.com

Agency Name: City of Sierra Madre Telephone Number: 626-355-7135 Website: www.cityofsierramadre.com

## Headline

Sierra Madre, CA, June 6, 2012-

## Sierra Madre Library's Summer READ™ Campaign

Darlene Traxler, President of the Friends of the Sierra Madre Library has graciously agreed to help promote **the Library's** Summer 2012 READ campaign. In an effort to promote a life-long love of reading, a local citizen is chosen to select their favorite book and encourage residents of all ages to visit their local library and read. Darlene chose "To Kill a Mockingbird" by Harper Lee.

Darlene says, "I loved reading this book my first time as a young girl and it's just as thrilling and exciting to read as I've grown older. To see the world through the innocent eyes of a little girl, who wears overalls and climbs trees, takes me back in time to my own life as a child. The author brings warmth and humor to a very difficult time in American history through this little girl, Scout. What a joy to walk through this book with tears in your eyes one moment and laughing out loud the next. This book needs to be read several times over a life time."

The READ campaign was created in 1985 by the American Library Association, and has proven immensely effective in promoting literacy among all age groups. More than 150 celebrities have donated their images for these posters, which convey the simple, but potent message: READ.

The Sierra Madre Library launched its READ™ campaign in January 2011. Posters feature one or more Sierra Madre residents who are active in the local community, usually posing with a favorite book. Souvenir bookmarks bearing the same design as the poster are also made available for takeaway at the Library.

Darlene Traxler moved to Sierra Madre 40 years ago and started volunteering shortly after retiring from the County of Los Angeles. She has been volunteering for the Friends of the Sierra Madre Library for over 10 years. The Friends of the Sierra Madre Library is a non-profit organization dedicated to promoting, supporting and developing the quality programs, services and facilities for Sierra Madre Public Library.

The Sierra Madre Library is located at 440 West Sierra Madre Boulevard, Sierra Madre. 626-355-7186. <a href="https://www.sierramadre.lib.ca.us">www.sierramadre.lib.ca.us</a>

###