



PRESS RELEASE

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FOR IMMEDIATE RELEASE

OrthoCarolina and Promising Pages Partnership to Impact Hundreds of Local Children

Media Invited to Attend Special Book Party Event December 3

CHARLOTTE, N.C. (November 25, 2014) – Promising Pages and the OrthoCarolina Foundation have announced a new funding partnership that will increase Promising Pages’ Magic Book Party capacity by 100 percent for the 2014-2015 academic year. The early literacy nonprofit was created in 2011 with a single book drive in partnership with Classroom Central. Today it collects and redistributes tens of thousands of books each year to an estimated 60,000 children in the Charlotte area who have few, if any, books at home. Promising Pages also helps tackle the critical third grade reading problem by hosting signature Magic Book Parties in title I and high risk charter schools, often with mascots Erm the Bookworm and Erma the Bookworm in attendance.

“Many people have books in their home and read bedtime stories with their kids,” said Kristina Cruise, Promising Pages founder and executive director. “It sounds like such a simple, everyday way to spend time with your family, but the reality is not all of our kids have access to those books which are so critical in early childhood education and brain development.”

This three-year effort by Promising Pages and the OrthoCarolina Foundation to get kids hooked on books will continue to serve the same group of at-risk children consistently for the next several years as they approach critical third grade reading assessments. The three new partner schools include Sedgefield, Billingsville and Walter G. Byers. With the new partnership Promising Pages is able to provide data-driven Signature Magic Book Party programs to three additional Title I schools, doubling the capacity of this one-of-a-kind early literacy program. During the second year of the effort, first and second grades will be served by the program, and by the third year the program will reach first, second and third graders.

“Literacy is a fundamental building block of childhood education and we want to see every child in our communities grow up to be a doctor, physical therapist, or anything they want to be,” said Blair Primis, OrthoCarolina marketing director. “This partnership is an important one because reading and literacy impact all of us.”

The partnership was made possible by Queen City Forward’s Impact3 business accelerator.

“We are excited and proud to hear of the connection and collaboration between Promising Pages and the OrthoCarolina Foundation as a result of their participation in Impact3,” said Charles Thomas, Queen City Forward executive director. “Impact3's primary goal is to connect innovative startups to the corporate community. It is through our continuous partnership with innovative companies like OrthoCarolina that Queen City Forward is able to offer programming to the startup community.”

The media is invited to see the magic of the Magic Book Party by attending the official announcement on **Wednesday, December 3** at **11:45am** at **Walter G. Beyers Elementary**. The kickoff will be followed by a visit inside the classroom for a special Magic Book Party hosted by Erma the Bookworm.

About Promising Pages

Promising Pages is a 501(c)(3) non-profit that provides wrapped books as presents to children in the Charlotte area who are growing up with few, if any books at home. The books are donated from other bookworms who have outgrown them. For more information visit www.promisingpages.com.

About the OrthoCarolina Foundation

The [OrthoCarolina Foundation](http://www.orthocarolina.com) seeks to support educational programs that improve the quality of healthcare at multiple levels. That is why we currently support several ongoing educational programs: an international training fellowship, an allied health scholarship, an orthopedic sports trainer education program as well as numerous community health and education initiatives. While the initial projects have been related to musculoskeletal care, the Foundation invites innovative proposals from all areas of healthcare education that improve the quality of health in our community and beyond.

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