



FOR IMMEDIATE RELEASE

**FIRST BOOK® HAS JUST ONE QUESTION:  
WHAT BOOK GOT YOU HOOKED?**

***National effort to get children hooked on reading will bring 50,000 brand new books to low-income youth in one lucky state***

**WASHINGTON (July 15, 2008)** –For some, it was Nancy Drew. For others, it was anything by Dr. Seuss. Whatever the title, we all remember the one book that revealed the joy of reading, the book that made us want to stay up and read just a little longer. Today, First Book,® a nonprofit organization providing new books to children in need, launched *What Book Got You Hooked?*, a two-month long summer campaign celebrating the transformative power of books while highlighting the devastating need for them in programs serving children in need.

The online campaign, accessed at [www.firstbook.org](http://www.firstbook.org), asks readers to share their memory of the first book that made reading fun, then help get more children hooked by voting for the state to receive a special donation of 50,000 new books for children in need. Visitors are also invited to consider making a \$10 donation, to help provide four brand new books for a child in need. Last year's winning state was Oklahoma, with over 34,000 votes.

An eclectic mix of celebrities and authors have lent their support by sharing memories of the first book to capture their imagination as children, including: **Stephen Colbert, Emma Thompson, Kenny Chesney, Edward Norton, John Krasinski, Barry Manilow, Neil Patrick Harris, Rebecca Romijn, Joan Collins, Patti LaBelle, Ira Glass, John Hodgman, Joyce Carol Oates, Dave Eggers, Elizabeth Gilbert and Barbara Taylor Bradford, and many more.** Look for their responses on the First Book Web site at: [www.firstbook.org/whatbook](http://www.firstbook.org/whatbook).

"The reality is that there are millions of children who are without books of their own and who may never have a chance to meet life-changing characters and stories so many of us hold dear," said First Book President, Kyle Zimmer. "At its core, *What Book Got You Hooked?* celebrates the profound power of picture and chapter books we can never forget and the unique role they play in promoting a lifelong love of reading and learning for children everywhere."

*What Book Got You Hooked?* continues through September 15. The results of the national vote – as well as a list of the top 50 books named by visitors – will be posted at [www.firstbook.org](http://www.firstbook.org) in mid-September. Visitor and celebrity responses will be featured throughout July and August.

Visit [www.firstbook.org/whatbook](http://www.firstbook.org/whatbook) and find out what books got these celebrities hooked on reading:

Sherman Alexie	David Duchovny	James Lecesne	Peter H. Reynolds
Joan Allen	Dave Eggers	Betsy Lewin	Rebecca Romijn
M.T. Anderson	Elizabeth Gilbert	John Lithgow	Robert Sabuda
Mary Brigid Barrett	Nikki Giovanni	Lois Lowry	Barney Sartzberg
Sandra Boynton	Ira Glass	Barry Manilow	Jon Scieszka
Grant Cardone	Neil Patrick Harris	Marlee Matlin	David Shannon
Eric Carle	Holly Hobbie	Patrick McDonnell	Harry Shearer
Kenny Chesney	John Hodgman	Edward Norton	Art Spiegelman

<b>Randy Cohen</b>	<b>Juwan Howard</b>	<b>BJ Novak</b>	<b>R.L. Stine</b>
<b>Stephen Colbert</b>	<b>Chipper Jones</b>	<b>Mayor Michael Nutter</b>	<b>Barbara Taylor Bradford</b>
<b>Joan Collins</b>	<b>Eartha Kitt</b>	<b>Joyce Carol Oates</b>	<b>Emma Thompson</b>
<b>Lucy Cousins</b>	<b>Michelle Knudsen</b>	<b>Nancy Pearl</b>	<b>Justin Tuck</b>
<b>Frank Delaney</b>	<b>John Krasinski</b>	<b>Rick Reilly</b>	<b>Judy Woodruff</b>
<b>Kate DiCamillo</b>	<b>Nicholas Kristof</b>	<b>Matthew Reinhart</b>	<b>Bow Wow</b>
<b>Amy Dickinson</b>	<b>Patti LaBelle</b>		

### **About First Book**

First Book provides new books to children in need, addressing one of the most important factors affecting literacy – access to books. An innovative leader in social enterprise, First Book has distributed more than 60 million free and low cost books in thousands of communities. First Book now has offices in the U.S. and Canada. For more information about the nonprofit First Book please visit [www.firstbook.org](http://www.firstbook.org) or call 866-393-1222.

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