

READ ACROSS AMERICA

About Our Partners and Supporters

The California Teachers Association is proud to introduce our reading partners. Each works tirelessly all year providing books, dedicated volunteers and enriching activities for children. We are pleased that these organizations make an extra effort to celebrate the joys of reading with CTA through Read Across America. To further support Read Across America in California and children's literacy in your community, we encourage you to explore the possibility of new relationships at the local level.

American Federation of Television and Radio Artists

The American Federation of Television and Radio Artists, AFL-CIO, are the people who entertain and inform America. In 32 Locals across the country, AFTRA members work as actors, broadcasters, singers, dancers, announcers, hosts, comedians, disc jockeys and other performers across the media industries including television, radio, cable, sound recordings, music videos, commercials, audio books, non-broadcast industrials, interactive games, the Internet and other digital media. The 70,000 professional performers, broadcasters and recording artists of AFTRA are working together to protect and improve their jobs, lives and communities in the 21st century. From new art forms to new technology, AFTRA members embrace change in their work and craft to enhance American culture and society. AFTRA members celebrate the written word, bringing to life the characters and stories from books. California's more than 35,000 AFTRA members are pleased to join California's teachers in spreading the joy of reading to children. Visit AFTRA online at www.aftra.com.

Barnes & Noble

We are excited to have Barnes & Noble (B&N) returning as a Read Across America partner for 2012. Barnes & Noble offers community programs that benefit teachers, students, schools and parents. The Educator Discount program entitles teachers, home school teachers and administrators to 20% off of classroom purchases. Special Educator Discount Weeks increase that discount by 5% three times a year, including personal purchases. B&N's Educator Receptions familiarize teachers with new books and programs while offering raffle prizes and free teacher resource materials. B&N Book Fairs allow schools and literacy/arts organizations to earn up to 25% of the proceeds of purchases made by supporters. Libraries benefit by providing wish lists for supporters to purchase and donate.

California Library Association

The California Library Association (CLA) is again on board as a partner for Read Across America. CLA will encourage public and school libraries to recognize March 2 as Read Across America Day and stress the importance of learning to read. CLA provides leadership and support for the development, promotion and improvement of libraries and the library community in California. More information is available at www.cla-net.org.

California Professional Firefighters

California Professional Firefighters (CPF) and its 30,000 members are proud to build on a strong partnership with California's teachers as a sponsor of CTA's Read Across America program for 2012. California's firefighters have a long history of bringing fire safety messages right into the classroom, and public education is a core mission of CPF's nonprofit California Fire Foundation. Working through more than 170 local affiliates, California's firefighters are proud to share the excitement of "Sink Your Teeth Into A Good Book" when reading to the school children in the communities they serve.

California School Library Association

The California School Library Association (CSLA) is proud to return as a partner for Read Across America. CSLA has provided the Recommended Reading List and will also provide descriptions of activities that can be done in school libraries. CSLA provides leadership to ensure that all California students and educators are effective users of ideas and information and reminds all that to read is to succeed. More information is at www.csla.net.

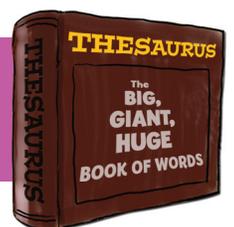
Chivas USA

We are excited to have Major League Soccer's Chivas USA team join our family of partners for Read Across America. Chivas USA strives to be an active member in the community and is committed to promoting reading to children with its Read Across America program. Chivas USA will be hosting its 2nd Annual Read and Score Bus Tour which will take place during Read Across America Month. Chivas USA players, the Chivagirls and the Chivafighter will be visiting schools throughout Southern California to promote reading to children. For more information on the Read and Score Program and Bus Tour visit: www.cdchivasusa.com/community/readandscore or contact Chivas USA at 310.630.4574/310.630.4568.



CALIFORNIA TEACHERS ASSOCIATION
www.cta.org

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First Financial Credit Union

First Financial is proud to again partner with Read Across America. For more than 77 years, First Financial has provided first-class banking to members, consistently demonstrating their commitment to the educational community with time- and money-saving products and services designed specifically for the needs of educators. As a not-for-profit, the credit union continues to uphold a focus on educators, maintaining a charter and mission statement that emphasizes their single-minded dedication to the educational community. Additionally, their Board of Directors consists solely of current and retired educators, ensuring that the educational community will remain their primary focus. First Financial also offers an annual Scholarship Program for students continuing their higher education, and a Teacher Grant Program which recognizes teachers who make a difference in the classroom. The credit union is endorsed by the California Teachers Association.

LA Galaxy

CTA is excited to welcome the 2011 Major League Soccer Cup Champion LA Galaxy to its family of partners! The Galaxy has long supported Read Across America and encourages everyone to get a kick out of reading by supporting literacy initiatives in their community. The Galaxy Foundation will be launching its 4th annual Reading Garden Challenge in January to give a local elementary the opportunity to have a reading garden built at their school. Visit www.lagalaxy.com/community/2011-reading-garden-recap for more information on the Reading Garden Challenge.

Los Angeles County Fire Department

The Los Angeles County Fire Department is proud to serve as a partner for Read Across America with the California Teachers Association. When County firefighters are not working to save lives and properties, they enjoy every opportunity to step into classrooms everywhere to help teach fire and life safety – especially to children. The Department is one of the largest emergency service agencies in the world, providing fire protection and life safety services to more than 4.3 million residents and commercial business customers. With over 88 years of world-class service as proud protectors, the Department is a frontrunner in firefighting technology, offering many specialized services including Urban Search and Rescue, Emergency Medical Services, Hazardous Materials, Air Operations and Homeland Security. County firefighters truly live their motto: “Proud Protectors of Life and Property,” and are equally proud to encourage children of all ages to read every day because reading is “sweet!”

Scholastic

Scholastic is another wonderful returning partner in California’s Read Across America celebration. As the world’s largest publisher and distributor of children’s books, Scholastic creates quality educational materials and products for use in schools and home including children’s books, magazines, technology-based products, and teacher materials including professional development. Scholastic.com provides thousands of pages of content, online and offline activities, lesson plans, resources, and tools for teachers and students. Visit www.Scholastic.com or call 1.800.387.1437 for more information.

See’s Candies

See’s Candies is proud to be a returning partner with the California Teachers Association’s Read Across America program. Established in 1921, See’s Candies has been helping schools raise funds for sports, bands, field trips and other educational programs with their delicious chocolates. More information on See’s fund-raising programs can be found at www.sees.com.

Souplantation and Sweet Tomatoes

Souplantation and Sweet Tomatoes restaurants are proud sponsors of California’s Read Across America program this year. Souplantation and Sweet Tomatoes offer an all-you-care-to-eat dining experience with a daily selection of made-from-scratch soups and salads and handcrafted muffins, focaccia, breads and tasty desserts. Year-round Souplantation and Sweet Tomatoes always seek to be a vital and contributing part of each community they serve. For more information on Souplantation and Sweet Tomatoes, please visit www.souplantation.com.

We are pleased and excited to have this year’s authors and illustrators join our family of supporters!

James Burks

James tantalized *Gabby and Gator* to help us celebrate Read Across America in style! James has worked in storyboarding for TV animation as well as feature animation including *The Emperor’s New Groove*, *Treasure Planet*, *Space Jam* and *The Iron Giant*. He has an upcoming picture book titled *Beep and Bah* and an upcoming graphic novel with Scholastic, and he is illustrating Tara Lazar’s picture book *The Monstore*.

Neil Klayman

Neil never ate a thesaurus, but he has a colossal, enormous, gigantic appetite for words! He is an award-winning advertising copywriter, successful playwright and author of *Boris Ate a Thesaurus*. He named toys for Mattel, the world’s biggest toy company, where he earned the nickname “Namin Klayman.” Neil resides in Los Angeles with his fiancée Adrienne, who never runs out of encouraging, inspiring, motivating words.

Barry Chung

Barry loved to draw as a young boy. When he got older, he swapped his crayons for computers, and now he designs toys, graphics and packaging for the entertainment industry and is the illustrator of *Boris Ate a Thesaurus*. His inspirations comes from his two boys, Bryan and Jacob, who constantly remind him how to be a kid, and his wife Myra, who is still waiting for him to grow up. Barry lives in Torrance where he doodles, draws, and sketches every day.