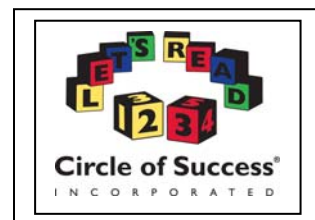




**McSmart ~ Let's Read  
Upward Bounds Day  
March 29, 2008**



**INFORMATION BULLETIN ~ FOR IMMEDIATE RELEASE**

**DATE:** March 19, 2008

**CONTACT:**

Nancy Leahy, Circle of Success; 509.307.8561; Toll free – 1.888.973.7323 [nleahycofs@charter.net](mailto:nleahycofs@charter.net)  
Donna Revilla, McDonald's of Yakima County & Ellensburg, 509.248.2176, [mcdrevilla@yvn.com](mailto:mcdrevilla@yvn.com)  
Margo Bailey, McDonald's of Yakima County & Ellensburg, 509.428.2176, [mcdmbailey@yvn.com](mailto:mcdmbailey@yvn.com)  
Stephanie Stuber, Upward Bound, Washington State University, 509-494-7927, [sstuber@yvcc.edu](mailto:sstuber@yvcc.edu)  
Christopher Medrano, Upward Bound, YVCC, 509.574.6886, [cmedrano@yvcc.edu](mailto:cmedrano@yvcc.edu)  
Christine Bloczynski, Civic Engagement Center, Central Washington University, 509.963.1643, [bloczync@cwu.edu](mailto:bloczync@cwu.edu)

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**Get Ready!** McDonald's Sponsors McSmart & Let's Read at 11 Restaurants March 29 from 11:00 AM to 1:00 PM.

**Get Set!** 45 McSmart student readers from the WSU and YVCC Upward Bound Programs, plus student readers from CWU's Civic Engagement Center, will read to children.

**GO!** To McDonald's on March 29 to enjoy the McSmart Story Time, children's activities, and fun!

McSMART LUNCH BREAK! Bring your young children to an unforgettable McSmart lunch break on Saturday, March 29! McDonald's of Yakima County and Ellensburg is sponsoring the Circle of Success Inc® Let's Read program with volunteer student readers from Central Washington University (CWU) Civic Engagement Center, Washington State University (WSU) Upward Bound program, and Yakima Valley Community College (YVCC) Upward Bound program. This McSmart learning event will occur at all 11 McDonald restaurants in Yakima County and Ellensburg from 11:00 AM to 1:00 PM on March 29th. Parents or guardians accompanied by their preschool children are invited.

TWO HOURS OF READING TO KIDS A two hour McSmart Circle will be held at each McDonald's with trained student readers doing the reading, and teaching learning activities. These student readers will be easy to identify because McDonald's is supplying the students with

a McSmart T-shirts. Circle of Success staff is supplying books and activities and facilitating the reading trainings with the high school students.

A high energy collaborative team is working together to bring McSmart to the children in the region. Supervisors are from CWU's Civic Engagement Center, and WSU and YVCC Upward Bound high school programs. The high schools with student volunteers include Sunnyside, Wapato, Granger, Toppenish, Eisenhower, Davis, White Swan, and Mabton. Stories will be told in English and Spanish depending on the child's preference. Books will be available for children to take home. Information for parents about the Let's Read program and early learning will be available at each McDonald's restaurant. McDonald's will present restaurant coupons to participating children.

### **McDONALD'S STORE SITES:**

1. Yakima - 1305 1st Street
2. Yakima - Wal-Mart McDonald's, 1600 E. Chestnut
3. Yakima 3907 River Road
4. Yakima - 1601 Lincoln Ave.
5. Yakima - 5910 Summitview Ave
6. Yakima - 2326 1st. Street
7. Selah - 499 1st Street
8. Zillah - 820 Zillah W. Rd.
9. Toppenish - 739 W. 1<sup>st</sup> Ave.
10. Sunnyside – 2200 Yakima Valley Hwy
11. Ellensburg - 1305 Canyon Rd., Ellensburg, WA

**SPECIAL EVENTS AT ELLENSBURG McDONALD'S!** McDonald's in Ellensburg will celebrate the grand re-opening of their remodeled and additional activities are planned for the children in Ellensburg. After the Let's Read Reading Circle there will be face painting at 1:00 PM, Ronald McDonald's Magic Show starts at 2:00 PM, and there are pictures with Ronald and the kids from 3:00-4:00 PM. Please contact Donna at McDonald's for more information about the McDonald's of Ellensburg Grand Re-Opening!

### **MEET THE COLLABORATORS!**

**McSmart** was introduced by McDonald's owners Greg and Jan Luring in 2005. **McSmart** and the Circle of Success Let's Read program have been successful partners for three years resulting in over 100 reading sessions with hundreds of children in each of their stores. **McSmart** includes "Reading Circles" at McDonald's stores plus learning activities and parent information. Let's Read program information and literacy games are also distributed at this time.

*Circle of Success Let's Read* includes the Dolly Parton Imagination Library book every month program for children aged 0 to 5 who live in the Yakima Valley or Kittitas Valley. *Let's Read* currently has 2,940 children enrolled thanks to the generosity of Yakima Valley and Kittitas Valley businesses and individuals. The program also includes the Newborn Resource Guide and the Let's Read quarterly newsletter. More information about Circle of Success, Inc. can be obtained on our website at [www.circleofsuccessinc.org](http://www.circleofsuccessinc.org).

*Upward Bound* is a Trio program funded through a grant from the US Department of Education. The program targets students in 9<sup>th</sup> through 12<sup>th</sup> grade who are low-income and/or will be the first generation in their families to obtain a college degree. There are over 800 programs nationwide; in the Yakima Valley, there are two Upward Bound programs: one is affiliated with WSU and the other YVCC. Students in Upward Bound are four times more likely to earn an undergraduate degree than students from similar backgrounds that did not participate in Trio.

*Don and Verna Duncan Civic Engagement Center at Central Washington University* is a university resource for volunteer and service experiences of all interests and commitment levels, from the fun and simplistic to the professional and complex. The Civic Engagement Center's purpose is twofold: (1) to enhance awareness of social, civic, economic, political and environmental injustice and (2) to offer developmentally appropriate venues for the active, community-based participation of students, staff and faculty. Through civic engagement, CWU students are becoming active, concerned citizens working together to make a difference

McSMART is MARCHING LIKE A LION INTO SPRING!

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Circle of Success, Inc is a private, nonprofit 501-c-3 partnership of community organizations that empowers parents to prepare their children to enter school ready to learn. Circle of Success manages the *Let's Read* early literacy program and the Dolly Parton *Imagination Library*.

*"Empowering parents to prepare their child to enter school ready to learn"*

P.O. Box 1291 15 North Naches Ave. Yakima, WA 98907 509.469.9888

[www.circleofsuccessinc.org](http://www.circleofsuccessinc.org)

TOLL FREE 1.888.973.READ (7323)