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**Arizona Institute for Early Childhood Development and Reach Out and Read Arizona
Partner with Target for Sponsorship of Children's Literacy Program**

PHOENIX (March 5, 2007) – The Arizona Institute for Early Childhood Development today announced a partnership with Target for sponsorship of Reach Out and Read, a program that makes literacy promotion a standard part of pediatric primary care. Target has made a \$5,000 contribution to Reach Out and Read Maricopa County, Arizona, of which the Arizona Institute for Early Childhood Development is the exclusive organizational component.

The Arizona Institute for Early Childhood Development, a part of Southwest Human Development, provides specialized programs and services for families, focusing on the early development of children from newborn to five years old. Reach Out and Read Arizona promotes literacy for children by providing training and technical assistance, public policy support and advocacy and fundraising assistance for all Arizona Reach Out and Read programs.

"By building on the unique relationship between parents and medical providers, Reach Out and Read helps families and communities encourage early literacy skills so children enter school prepared for success in reading," said Ginger Ward, CEO, Southwest Human Development. "With the support of Target, we now have the ability to provide even more young children with new books, and educate their parents about the importance of reading."

Reach Out and Read Arizona is part of a national effort created by pediatricians and educators to help fight illiteracy. The program trains doctors and nurses to advise parents about the importance of reading aloud to their children, and allows them to give books to children ages six months to five years at pediatric check-ups. Volunteers also read with children in clinic waiting rooms and model reading aloud techniques for parents. The program has a specific focus on low-income children in the community.

The Arizona Institute for Early Childhood Development's parent organization, Southwest Human Development, first introduced Reach Out and Read to Arizona in 1997, and now operates the program in 46 pediatric clinics throughout Maricopa County, distributing more than 70,000 books

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Target Sponsorship of Reach Out and Read

each year. Reach Out and Read is an integral part of the Institute's Early Literacy Center, which helps young children build the skills they need to become successful readers now, while laying the foundation for lifelong literacy.

This sponsorship is part of the ongoing support Target provides to local communities throughout the country. Every week Target gives more than \$2 million to strengthen families and communities across the nation, with a focus on education, the arts, social services and other vital community partnerships.

"At Target, we are making a real difference every day through our sponsorship program," said Laysha Ward, vice president, community relations, Target. "We're proud to partner with the Arizona Institute for Early Childhood Development and Reach Out and Read Arizona as part of our ongoing commitment to give back to the communities where our guests and team members live and work."

Additionally, Target also gives back through signature programs that are designed to inspire learning in children and families. Programs include: Take Charge of Education®, a school fundraising program; Start Something®, a partnership between Target and Tiger Woods Foundation; Target House, which serves as a home-away-from-home for families of children receiving life-saving treatment at St. Jude Children's Research Hospital in Memphis; and Target Volunteers, comprised of team members and retirees who annually donate more than 315,000 hours of time to more than 7,000 community-based projects.

About the Arizona Institute for Early Childhood Development

As scientific research continued to confirm the importance of impacting children during their earliest years, Southwest Human Development, Arizona's largest provider of services for young children and families, founded the Arizona Institute for Early Childhood Development in 2004. The Institute was created with the mission to expand research-based early development programs to help children reach their full potential, and today, the Institute focuses on three core areas: early literacy, infant mental health and the Birth to Five Helpline. For more information, call (602) 266-5976 or visit www.swhd.org.

About Reach Out and Read Arizona

Reach Out and Read Arizona (www.rorarizona.org) is a state wide, non-profit coalition started in 2002 through the collaboration of the Arizona Chapter of the American Academy of Pediatrics, Southwest Human Development and Reach Out and Read (ROR) Southern Arizona and Arizona ROR sites. The Reach Out and Read Arizona Coalition promotes literacy for children in Arizona by providing training and technical assistance, public policy support and advocacy, and fund-raising assistance for all Arizona ROR programs. Today, there are 117 ROR programs in clinics, hospitals and private pediatric practices throughout Arizona distributing over 139,000 books annually.

About Target

Target (www.target.com) gives back more than \$2 million a week to its local communities through grants and special programs. Since opening its first store in 1962, Target has partnered with nonprofit organizations, guests and team members to help meet community needs. Additionally, Target team members and retirees donate more than 315,000 hours to more than 7,000 projects each year.

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