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## **Be Book Smart with Reading Is Fundamental and Macy's Proceeds benefit local children's literacy programs at Southwest Human Development**

**PHOENIX, June 22, 2012** — With a goal to get one million books to kids in need, Reading Is Fundamental (RIF) and Macy's have joined together to launch Be Book Smart, RIF's largest customer supported campaign held at Macy's stores nationwide. **From June 22 – July 31, Macy's customers can give \$3 to help provide a book for a child and get \$10 off an in-store purchase of \$50. Macy's will donate 100 percent of every \$3 to RIF.**

"One million books means opening new doors and new opportunities for countless children in Phoenix and nationwide," said Eva Lester, strategic initiatives manager at Southwest Human Development. "With only one book for every 300 children in low-income neighborhoods in this country, Macy's, RIF and all the customers participating in Be Book Smart are making a real and lasting impact for children here in our own backyard."

"Macy's support ensures that millions of books get to the right children in neighborhoods across America. Macy's and their customers are thanked by RIF kids around the country every day," said Carol H. Rasco, president and CEO of RIF. "We are honored to be partnering with Macy's again, encouraging communities nationwide to be book smart and help children turn the page to a brighter future."

Since 2004, RIF's partnership with Macy's has raised more than \$21 million to support children's literacy through customer-supported fundraising campaigns, in-store events and volunteer activities. Additionally, Macy's is the founding sponsor of RIF's Multicultural Literacy Campaign, a multi-year initiative to support early childhood literacy in African American, Hispanic, and American Indian communities—where reading scores are often the lowest. Macy's is also a proud supporter of Book People Unite, RIF's national campaign to spark a movement for children's literacy and ignite a reading renaissance in America.

"Macy's joins RIF in our commitment to the young readers and future leaders in communities across the country," said Martine Reardon, chief marketing officer of Macy's. "Through this partnership each year, our customers are helping to turn the tide against childhood illiteracy in their own communities."

For more information on the Be Book Smart campaign and to show your support of RIF and children's literacy, visit [www.rif.org/macys](http://www.rif.org/macys). You can also learn more about Southwest Human Development's early literacy programs at [www.swhd.org](http://www.swhd.org).

### **About Southwest Human Development**

For over thirty years, Southwest Human Development has been reaching out to children and families in Arizona with comprehensive and innovative early childhood services. The agency has long been recognized as a leader in providing comprehensive services for children ages birth through five and their families in five primary areas: [Child Health and Development](#), [Easter Seals Disabilities Services](#), [Southwest Head Start](#), [Early Literacy](#) and [Professional Training and Development](#). From small beginnings—a staff of six serving 175 children and families—Southwest Human Development has grown into the state's largest early childhood provider with a staff of over 700, serving 135,000 children and families each year. Throughout this growth, we have remained true to our mission.

### **About Macy's**

Macy's, the largest retail brand of Macy's, Inc., delivers fashion and affordable luxury to customers at more than 800 locations in 45 states, the District of Columbia, Puerto Rico and Guam. Macy's stores and [macys.com](http://macys.com) offer distinctive assortments including the most desired family of exclusive and fashion brands for him, her and home. Macy's is known for such epic events as Macy's 4th of July Fireworks(R) and the Macy's Thanksgiving Day Parade(R), as well as spectacular fashion shows, culinary events, flower shows and celebrity appearances. Building on a 150-year tradition, Macy's helps strengthen communities by supporting local and national charities that make a difference in the lives of our customers.

### **About RIF**

Reading Is Fundamental (RIF) delivers free books and literacy resources to children and families in underserved communities in the United States. By giving children the opportunity to own a book, RIF inspires them to become lifelong readers and achieve their full potential. As the nation's largest children's literacy nonprofit, RIF has placed 400 million books in the hands of more than 35 million children since it was established in 1966. Learn more and help RIF provide books to kids who need them most, visit [RIF.org](http://RIF.org).