

NEWS RELEASE



Office of Marketing and Communications
18401 North 32nd Street, Phoenix, AZ 85032
480-787-7774 ♦ www.paradisevalley.edu

FOR IMMEDIATE RELEASE

Festival of Tales

PVCC students reach out to children in the community through the Art of Storytelling.

PHOENIX – November 26, 2012—Paradise Valley Community College students are bringing books to life through the art of storytelling during the Fall Festival of Tales, 9:30 a.m. to 2 p.m. Saturday, Dec. 1, 2012, in the Kranitz Student Center (KSC).

PVCC's Art of Storytelling classes and Club Ed present this free event for children in the community. Storytelling sessions are at 10 a.m., 11 a.m. and 1 p.m. The Paradise Valley High School Choir will perform at 10:30 and 11:30 a.m.

In its ninth semester at PVCC, the ***Festival of Tales*** is a fun day of reading, literacy and cultural activities for local children including arts and crafts, games, face painting and music. More than 3,000 new books will be given away to participating children.

The ***Festival of Tales*** engages community college students in the teaching and learning process through storytelling. Since its inception, the festival has grown from just 250 participants to more than 800, with more than 100 volunteers at each event. In the past four years, more than 20,000 new books have been given away to children, including many who come from low-income families.

"Storytelling is beneficial for everyone involved because it helps develop an awareness, understanding and respect for other cultures and new ideas. For children, storytelling is especially beneficial because it enhances literacy skills and sparks the imagination," said PVCC adjunct faculty Meggin Kirk. "Students in the Art of Storytelling class are pursuing a number of different careers, such as education, business or nursing. Everyone can connect to a story. It's wired within us as humans. The skills learned in this class and at the festival will carry over into many aspects of PVCC students' lives, and it's a lot of fun too!"

-MORE-

PVCC and the Maricopa Community Colleges sponsor this event along with:

- Southwest Human Development
- Reading is Fundamental
- First Things First
- Kiwanis Club
- PVCCs Club Ed

Participants include:

- PVCC Clubs: Native American Student Association, Anime, AWARE, HANDS, SHAC
- PVCC Classes: The Art of Storytelling and Introduction to English Language Learners
- Arizona Science Center
- Phoenix Public Libraries
- Desert Mountain Middle School National Junior Honor Society
- Lakeshore Learning
- McDonalds
- Arizona State University
- Northern Arizona University

Paradise Valley Community College is located at 18401 N. 32nd St., Phoenix. Parking for the KSC is at 34th Street and Union Hills Drive. Due to construction, the KSC entrance is now on the south side of the building. Please RSVP for this event by emailing meggin.kirk@paradisevalley.edu. Be sure to include the number of the children who will be attending and their ages.

-30-

MEDIA CONTACT:

Office of Marketing and Communications

Candace Oehler | 602-787-6606 | candace.oehler@paradisevalley.edu

Verina Martin | 602-787-7813 | verina.martin@paradisevalley.edu

Founded in 1985, Paradise Valley Community College, one of the 10 Maricopa Community Colleges, has an annual enrollment of more than 14,195 students with an additional 6,000 students enrolled in non-credit and continuing education programs. The college offers transferable academic courses as well as job-specific occupational training. The Union Hills campus is located just west of SR101 at 18401 N. 32nd Street, Phoenix, AZ 85032. PVCC at Black Mountain, a new education site serving the far north Valley, opened in August 2009. For more information, visit www.paradisevalley.edu or www.maricopa.edu.