

February 9, 2007

## MEDIA ADVISORY— FEB. 14 SCHOOL EVENT

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### **How Do You Spell Chocolate? South Bay Third Graders to Receive Their Own Dictionary This Valentine's Day**

Campbell, Calif. – This Valentine's Day, the non-profit California Dictionary Project, in conjunction with the Campbell Union School District and the Campbell Education Foundation, will distribute a dictionary to each of the district's 1,100 third graders as a part of its "Love of Literacy – Dictionary Day" at 10 a.m. next Wednesday, February 14, 2007. The event will take place at Rosemary Elementary School in Campbell. Campbell Mayor Daniel Furtado, along with local firefighters and other volunteers will distribute dictionaries and talk to students about the importance of reading and how to use their dictionary.

The California Dictionary Project, [www.californiadictionaryproject.org](http://www.californiadictionaryproject.org), is a 501(c) 3 non-profit organization, headquartered in San Francisco, Calif. Its mission is to donate and distribute dictionaries annually to third-graders in California public schools. Since its founding in 2002, California Dictionary Project has distributed more than 75,000 dictionaries to Bay Area students.

This is the first year the Campbell Union School District third graders have received dictionaries.

WHAT	The Inaugural Love of Literacy – Dictionary Day Event The distribution of 1,100 English and Spanish/English dictionaries to every third grader in Campbell Union School District. The ceremonial event, which media are invited to attend, will be held at Rosemary School in Campbell.
WHO	California Dictionary Project Campbell Union Elementary School District Campbell Education Foundation
WHEN	10:00 a.m., Wednesday, February 14, 2007
WHERE	Rosemary Elementary School 401 W. Hamilton Avenue Campbell, CA 95008
PHOTO/VIDEO OPPORTUNITIES	- Students receiving their dictionaries - Volunteers teaching groups of students how to use their dictionaries

For more information, please go to [www.californiadictionaryproject.org](http://www.californiadictionaryproject.org). For media RSVPs or questions, please contact Zach Olsen, Infinite Public Relations, 415-252-1121; [zolsen@infinitepr.com](mailto:zolsen@infinitepr.com).