

Quarterly

# Site Update

Winter 2020

**Raising  
Readers**

Celebrating 20 Years and 3 Million Books

## 2020: A Year to Remember

2020 has brought many memorable events, for ourselves, for Maine, and for the entire world. The pandemic has forced everyone to consider the fundamental importance of home and family. Collectively, all of us have helped Maine families find comfort and solace snuggled up together, getting lost in the pages of their favorite Raising Readers' books. Truth be told, that's what Raising Readers has done for 20 years.

Our anniversary celebrations looked different than anticipated, but we found ways to partner with the healthcare community, Maine-based authors and illustrators, publishers, public libraries, and community organizations to share trusted, high-quality activities and the love of reading with Maine communities.

### Ways We Celebrated:

- Gave the **3 Millionth Raising Readers book**.
- Mailed **Birthday Boxes** full of celebratory goodies to all 330 hospitals, midwiferies, and health care sites.
- Created the Facebook **Raising Readers' Read-Aloud Group** to share videos of Maine authors and illustrators, medical practitioners, program advisors and partners reading aloud their favorite Raising Readers' books.
- Updated the **Raising Readers blog** to showcase read-aloud videos, program partners, and free, downloadable book activities.
- Published a **Family Resources for 2020** webpage to share regularly updated local and national Raising Readers-approved resources for families.
- Gifted a copy of the 5 year-old book selection "**Little Beaver and the Echo**" to our friends at Maine public libraries
- Partnered with Westbrook High School to bring Raising Readers inspired pumpkins to **Camp Sunshine's Pumpkin Carving Festival**.
- **Shipped 38 boxes of sample books** with medical offices to share with their communities.
- **Published an ad in the Bangor Daily News and Portland Press Herald** to celebrate all the participating sites
- Created the Journey of a Raising Readers Book video.
- Partnered with the Maine State Library to **share printable Raising Readers' Books Lists** to share with library loving families in Maine .



**Need Assistance?  
Contact Us**  
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**Thank you to the Libra Foundation, the partnership between MaineHealth and Northern Light Health, and you for making books and reading a comforting part of growing up in Maine in 2020 and beyond.**