



MEDIA ADVISORY
ENLACE FLORIDA
4202 E. Fowler Avenue, SOC 107
Tampa, FL 33620

Media Contact: Braulio Colón, Asst. Director (813)974-3897-direct
(813)313-8903-cell

Thursday, October 16, 2008

Parents of 1 year-old Invited to See Dolly Parton Live in Concert

~ Their daughter was registered in the Imagination Library Program and now receives a book each month ~

Tampa, FL- When country singer Dolly Parton steps on stage October 20th in Clearwater, she will have two fans cheering her on for more reasons than just great country music. Adrian and Cristina Villagomez are one of nearly 8,000 parents in Hillsborough County who have a special relationship with the singer. They are participants in Dolly Parton's Imagination Library early literacy program in Hillsborough County and since 2007, the Villagomez family has received a new free book by mail every month to read with their young daughter. Now the parents will get to see the program's founder LIVE in concert on Monday, October 20th at 8pm at Ruth Eckerd Hall, 1111 North McMullen Booth Road in Clearwater. Dolly Parton founded Imagination Library in 1996 in her hometown of Sevier County, Tennessee as a gift of encouragement for young children. Today, Imagination Library partners with communities worldwide to take a proactive approach in helping children achieve academic and life success by exposing them to reading at the earliest opportunity. In 2006, Imagination Library was made available to the residents of Hillsborough County through the collective efforts of the Children's Board of Hillsborough County, Early Learning Coalition of Hillsborough County, Healthy Start Coalition, Hillsborough County Head Start/Early Head Start, Hillsborough County Public Library Cooperative, School District of Hillsborough County, United States Postal Service-Tampa, and United Way of Tampa Bay. The local partnership, which is also supported by ENLACE FLORIDA, is committed to meeting four goals: (1) increase the percentage of students entering kindergarten who are prepared and have the skills necessary for learning to read, (2) increase the number of age-appropriate children's books available in the home, (3) increase the amount of time parents spend reading with their children, and (4) increase community awareness of the importance of early literacy.

To schedule an interview with Adrian and Cristina Villagomez, please contact Braulio Colon at 813.313.8903