

For Immediate Release
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21st Annual Children's Faire Introduces a New Library Service for Parents of Young Children

Books and More! Gives Parents a Tool to Promote Reading Readiness

WHAT: Library staff will introduce *Books and More!*, a new service for parents of young children that consists of a clear plastic backpack available for three-week checkout that contains a selection of age-appropriate bilingual books, a parenting DVD, a music CD and a thematically related toy.

WHEN: 11 a.m. – 4 p.m. (Faire inclusive)
1:45 p.m. — *Books and More!* Kick-off (on the stage)
Saturday, April 25, 2009

WHERE: Discovery Meadow, W. San Carlos St. and Woz Way, San Jose

WHY: The San Jose Children's Faire, now in its 21st year, is an established free, one-day, outdoor festival designed to link parents and caregivers of young children (ages two to 12) with community organizations that serve their needs. *Books and More!* is an example of the kind of service attendees will encounter as they enjoy family-oriented stage entertainment, special attractions and activity booths offering hands-on activities for children, ages two to 12, in addition to information about education, child care, health and safety resources, creative arts and recreational programs. *Books and More!* is an outgrowth of *Books for Little Hands*; an Early Care and Education program that, since 1997, has provided professional childcare providers with tools to nurture early literacy development among children in their care. *Books and More!* backpacks will be available for checkout through all branches of the San José Public Library system.

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STAGE SCHEDULE & PHOTO OPS

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| 11:30am | — Welcome |
| | Month of the Young Child Proclamation |
| | Outstanding Contributor to Child Care Awardees |
| 12:00pm | Brenda Lopez Folkorico |
| 12:20pm | Ukulele Jams |
| 12:45pm | San Jose Academy of Music |
| 1:15pm | Kimberli Brady |
| 1:45pm | Kick Off for Books & More |
| 2:00pm | PAMBA |
| 2:30pm | Ezinwanne Cultural Group |
| 2:50pm | Music by Sound Dynamic |
| 3:15pm | David Sharpe and the PapaHugs Band |

SPECIAL ATTRACTIONS

American Medical Response Ambulance
Bio Mobile Lab
California Highway Patrol
City of San Jose Parks & Recreation
Leland Robotics Club
San José Fire Department
San José Police Department Mounted Unit
San José Police Department Stealth Car
Tooth Mobile
plus 30 activity booths

SPONSORS

City of San José
San José Public Library

CO-SPONSORS

CET (Center for Employment Training)
Child Abuse Council of Santa Clara County
First 5 Santa Clara County
Santa Clara County Office of Education
SJB Child Development Centers
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