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CHARITY BEGINS AT HOME

Annandale, VA December 21, 2004. Leave it to mom to turn her passion into a public charity! That's just what Terry Doherty did when she created The Reading Tub, Inc. (www.thereadingtub.com). She took her life-long interest in children's literacy and built a resource to help parents encourage reading in their home. What began as a Web site to give parents book reviews in June 2003, is now a 501(c)(3) public charity that includes outreach programs and educational projects.

Doherty, a Stay-at-Home Mom with a three-year-old daughter, is committed to making a difference, and doing it from her house. She knows how important it is to read with a child. Studies over the last five years show that kids who have been read to every day consistently perform better when they reach school. They are more likely to be near the top of their class in learning and communication skills, than children who don't have the benefit of books in their daily lives. This evaluation is true, regardless of household income and the education level of the mother.[Source: "Why Read to Children: Reading to Children has Substantial Positive Impact on Their Academic Skills," <http://ladderstolearning.com/resource.htm#author>]

"I'm lucky to be at home and have the opportunity to read with my daughter every day." She adds, however, that finding the right books takes time. In searching the Worldwide Web and the online catalog at her local library, she started to discover great books that no one had heard about. "Parents tend to select books based on personal recommendations, or top ten lists. They don't have time to do the kind of digging I do." The Reading Tub is here to make it easier for parents to find those gems and move beyond the over-hyped books.

But Doherty wants to do more than help preschoolers. She is working to bring books to life for independent readers, too. The Reading Tub's is currently partnered with Be the Star You Are!TM, also a 501(c)(3) charity dedicated to empowering at-risk youth. BTSYA created a Teen STAR Review Team to write Reading Tub profiles for books whose target audience is pre-teens and teens (9 to 12). The Reading Tub, in turn, posts their work on the Web site. "It's really important that the kids see how to bring books to life," says Doherty. "This is a great project for encouraging thoughtful reading. It gives the kids an outlet for practicing their communication arts and offering their opinions. Teens don't often get asked what they think about something." Through contacts with authors and direct purchases, the Reading Tub has sent more than two dozen books to the Teen STAR Review Team, in just nine month's time. The Reading Tub, Inc. hopes to replicate this model with a second organization or a local school in 2005.

The Reading Tub staff is excited about the opportunity to build on their successes of the first year. They have shown that you can make a difference, just by being a mom.

For more information contact Terry Doherty, President and Founder.

CONTACT INFORMATION

Terry Doherty

The Reading Tub, Inc.

(703) 402-5809

Email: thereadingtub@hotmail.com

www.thereadingtub.com

PRWeb Tracking Number 190923