

FOR IMMEDIATE RELEASE

FEED YOUR BODY, FEED A CHILD'S MIND

March 8, 2005. The Reading Tub, Inc., a 501(c)(3) public charity is proud to announce that it is enrolled in Food Lion's *LionShop & Share Program*[™]. It is an opportunity for Food Lion customers to donate a portion of their grocery bill to supporting children's literacy. For the Reading Tub[™] it is an opportunity to continue to build its outreach programs that directly support family reading and children's literacy.

Through the LionShop & Share Program, Food Lion donates money to local charities to support their work in the community. The company makes it easy for customers. All they need to do is link their Food Lion MVP card with the charity of their choice.

The Reading Tub, Inc., based in Northern Virginia, works to foster a love of reading in our children. In addition to a website that offers in-depth profiles of children's books (ages 0 to 12), the organization works directly in the community. It is currently partnered with Be the Star You Are![™], a 501(c)(3) charity that uses literacy to empower at-risk youth. Their motto: To be a leader, you have to be a reader. The Reading Tub, Inc. has sent more than two dozen books for teens to the Teen STAR Review Team at Be the Star You Are![™] The teens read the book, write the review, and have their work posted on the Reading Tub[™] Web site. "This is a great project for encouraging thoughtful reading, and it gives the kids an outlet for practicing their communication skills," says Terry Doherty, President. "Most of all, it gives them an opportunity to tell us what they think about something. That's important—and invaluable—to kids." The Reading Tub, Inc. hopes to replicate this model with a second organization or a local school in 2005. "We believe very strongly in strengthening our local community first. Being part of the LionShop & Share Program will give us the opportunity to use those funds and replicate the Teen STAR Review Team here in Northern Virginia."

For more information contact Terry Doherty, President and Founder.

CONTACT INFORMATION

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