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FOR IMMEDIATE RELEASE

Pearson Employees Rally in Support of Jumpstart's 2007 Read for the Record Campaign

FOLSOM, CA - OCTOBER 22, 2007 – Pearson employees nationwide helped set a new world record on September 20, 2007 for the largest "shared reading experience" as part of Jumpstart's Read for the Record 2007. Aimed at bringing awareness to the early literacy crisis, the Campaign raised more than \$1 million to further Jumpstart's work with at-risk preschoolers. Pearson and its employees proudly rallied behind this Campaign to achieve a record-breaking goal for the number of people reading the same book on a single day.

Numerous employees from Pearson's School Systems group in its Folsom, Mesa, and Burnaby offices volunteered to travel to local schools to read the children's classic *The Story of Ferdinand* to show their support for Jumpstart's Read for the Record. In total, the School Systems group read to more than 860 children, who all received a copy of the book.

Mary McCaffrey, President of School Systems, Pearson supported Read for the Record, by reading to a group of students at the William Land Elementary School in the Sacramento Unified School District. She also appeared live on-air, on Sacramento's KCRA-TV morning news program to promote the Read for the Record program.

"This year, we challenged our team to increase overall participation in the Read for the Record event by engaging their children and becoming advocates in their communities for literacy," said McCaffrey. "This effort exemplifies our commitment to transforming educational communities throughout our country and we're proud to have contributed to Pearson and Jumpstart's overall goals for the 2007 Campaign."

Pearson through its 30,000 employees at the Financial Times Group, The Penguin Group, and Pearson Education, participated in thousands of individual events throughout the U.S. and around the world, reading a custom limited edition of Penguin Young Readers children's classic *The Story of Ferdinand*. With 100% underwriting by the Pearson Foundation, all proceeds from sales of the book at Toys "R" Us, American Eagle Outfitters, Hanna Andersson, and Follett's college bookstores will benefit Jumpstart in its mission to prepare children from low- income communities for success in school and in life.

The Pearson Foundation donated more than 50,000 books to schools, teachers, and education partners, and contributed tens of thousands of books to Head Start and other early education centers. New this year, the Pearson Foundation matched online donations made during the campaigning with corresponding donations of children's books to at risk children.

About Pearson

Pearson is the global leader in educational publishing, assessment, information and services, helping people of all ages to learn at their own pace, in their own way. For students preK-12, Pearson provides effective and innovative curriculum products in all available media, educational assessment and measurement for students and teachers, student information systems, and teacher professional development and certification programs. Our respected brands include PowerSchool, Chancery SMS, Pearson Inform, Scott Foresman, Prentice Hall, and many others. Our comprehensive offerings help inform targeted instruction and intervention so that success is within reach of every student. Pearson's other primary businesses include the Financial Times Group and the Penguin Group.

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