



MAYOR CHRIS BOLLWAGE

CITY OF ELIZABETH PRESS RELEASE



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ANNUAL MAYOR'S BOOK CLUB PARTNERS WITH HEALTHCARE INSTITUTE OF NJ TO PROMOTE CHILDHOOD LITERACY

ELIZABETH, NJ May 22, 2009-- Mayor J. Christian Bollwage announced a collaborative effort with HealthCare Institute of New Jersey, also in partnership with Reach Out and Read, to provide children's books to the Mayor's Book Club in order to promote reading skills and habits for children. The Mayor's Book Club took place Wednesday, May 20, 2009.

"The City of Elizabeth is grateful for HealthCare Institute of New Jersey's generous donation of children's books to the Mayor's Book Club", stated Mayor Chris Bollwage. "The importance of such contributions is the opportunity for children to excel and succeed. Their donation provides children not only an educational benefit but a recreational one as well."

The Mayor's Book Club focuses on providing children, first through sixth grade, with free books in order to encourage them and their families in bringing reading and learning into their homes. Participation is free, only requiring a completed form available at participating elementary schools. Each year, two sets of encyclopedias are awarded to two participants picked through a lottery and all other participants receive an educational book of their choice.

Aside from working with the Mayor's Book Club, HealthCare Institute of New Jersey also has a three year commitment with Trinitas Hospital, the local Elizabeth provider, donating 1,000 books each year.

"This is the second year of our partnership. Last year we donated 37,000 new children's books to Reach Out and Read providers throughout the state. This year, we have committed to delivering a minimum of 45,000 books," said Bob Franks, president of the HealthCare Institute of New Jersey. "We are pleased to visit these sites to show our support for this wonderful program."

HealthCare Institute of New Jersey is a trade association for the research-based pharmaceutical and medical technology industry in New Jersey. HealthCare Institute works with Reach Out and Read, a non-profit organization based in Boston that promotes childhood literacy, to raise and donate books to children. In 2008, approximately 46,000 books were donated. This year, they plan on donating as many as 50,000 books.

For further information about the Mayor's Book Club, contact Jasmine Saghafi at 908-820-4020.