

## **CCCS and Barnes and Noble to Partner for Children's Book Week Celebration and Fundraiser**

On Friday, November 17<sup>th</sup>, Rutgers University Center for Children and Childhood Studies (RU-CCCS) will partner with Barnes and Noble to celebrate Children's Book Week with a Book Fair Fundraiser at Barnes and Noble in Moorestown, New Jersey from 11:00 a.m. to 8:00 p.m.

The CCCS Book Fair Fundraising event includes an imaginative 11:00 a.m. storytelling performance by Lamont Dixon as "The Cat in the Hat," and an exceptional story time journey with Kyle Jakubowski beginning at 7:00 p.m. Lamont will also captivate an audience of preschool children at Martin Luther King, Jr. Child Development Center in Camden City in the afternoon.

Relying on many of Dr. Seuss' sensational stories, Lamont, dressed as "The Cat in the Hat," teaches counting via rhythm and syllables, the alphabets via alliteration, simple rhyme schemes, as well as the identification of shapes, sizes and colors, i.e. One Fish, Two Fish, Red Fish, Blue Fish! Lamont has previously performed for children at the Camden City Free Library as part of CCCS's Camden Campaign for Children's Literacy.

Kyle Jakubowski, Rutgers-Camden alum (CCAS 2005), and storyteller for the Rutgers Camden Center for the Arts will be performing selections based on the stories highlighted in the current exhibition, "Picture Stories: A Celebration of African-American Illustrators" at the Stedman Gallery, which will run October 9 – December 2, 2006.

### **How can you participate?!**

Simply cut out the Book Fair Fundraiser Voucher below and come and bring your family and friends to Barnes and Noble in Moorestown on Friday, November 17<sup>th</sup> to enjoy the free storytelling performances. Present the Book Fair Voucher at the cash register at the time of any purchase during the week of November 13<sup>th</sup>—17<sup>th</sup> and a percentage of your purchases will benefit Rutgers University Center for Children and Childhood Studies.

CCCS has a history of working with the community in the area of children's literacy. Since 2001, through the Camden Campaign for Children's Literacy, CCCS has distributed over 99,000 books to Camden City children in waiting rooms of pediatric primary care centers, childcare centers, the Camden City Free Library, and other community partners.

For more information about the Barnes and Noble Book Fair Fundraiser Event, please contact Becky Heritage at (856) 225-6739.