**From:** Merklein, Trip [CO]
**Sent:** Tuesday, February 21, 2012 2:57 PM
**Cc:** Burkett, Kay [CO]; Docherty, Fran [CO]
**Subject:** Join us in making NEA's Read Across America an important event

**READ ACROSS AMERICA DAY: MARCH 2**

Beloved childhood author Dr. Seuss was born on March 2nd, and since 1998 that date has been recognized as NEA’s Read Across America (RAA) Day.

In St. Vrain Schools, Friday, March 2nd is scheduled as a comp or work day; many schools are planning activities Read Across America Day for Thursday, March 1.

Attached is a document from the Lt. Governor Joe Garcia’s office, announcing the details for Colorado Literacy Week, February 27-March 2.

**Here are some simple steps to get involved:**

1. Tell about your classroom/school RAA activities at NEA’s pledge site: [www.readacrossamerica.org](http://www.readacrossamerica.org).   Share your ideas, and get ideas from other educators. CEA will be looking for members’ pledges to see, from the state association perspective, what’s planned; then we can help generate media attention.

2. Join NEA’s RAA Facebook fan page: <http://www.facebook.com/neareadacrossamerica>.

3. Ask your students take the Reader’s Oath: <http://www.nea.org/grants/13023.htm>    Inspire them to become lifelong readers.

4. Use the resources on the NEA RAA site at <http://www.nea.org/grants/13023.htm>: downloadable resource calendar, classroom activity guide, sticker sheet, activity book, certificates of achievement, booklists, and more.

5. Find out when The Lorax will be in your town or vicinity. [NBC/Universal’s The Lorax film](http://www.theloraxmovie.com/index.php) opens nationwide March 1. Universal, Dr. Seuss Enterprises, and Random House have joined NEA’s Read Across America, creating new posters and classroom guides and encouraging everyone to “Read for the Trees.”



6. Use the media tools at the NEA RAA site  <http://www.nea.org/grants/13011.htm> to help your local draw local media attention to reading celebrations in schools and classrooms.

7. Purchase books from RAA partner First Book – books by Dr. Seuss and many favorite children’s authors at significant discounts, plus the opportunity to sign up for free books. [www.fbmarketplace.org](http://www.fbmarketplace.org)

8. Send your RAA videos to SchoolTube, an RAA partner that has created a RAA channel just for our members. <http://www.schooltube.com/channel/neareadacrossamerica/>

9. There’s a two-page promotion for RAA in the *CEA Journal* that members have already received (can’t miss the red cover!).

CEA Communications Director Mike Wetzel is CEA’s Read Across America contact for Association leaders and for the media.

Have a great week!

Trip Merklein

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