



MEDIA ALERT

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NATIVIDAD MEDICAL FOUNDATION LAUNCHES HOSPITAL-WIDE READING PROGRAM

Books Collected From Local Book Drive to be Presented to Hospital Staff and Patients

SALINAS, Calif. – September 19, 2008 — The Natividad Medical Foundation is launching a hospital-wide reading program called "Natividad Reads! ~ ¡Leyendo con Natividad!" with a presentation of books collected during its county-wide book drive on September 23, 2008 at 2:00 pm in the main lobby of the hospital.

"Natividad Reads! ~ ¡Leyendo con Natividad!" is a hospital-wide initiative promoting access to reading for children and families as a means of improving their health. Features of the program include volunteers from the Salinas Public Library helping patients with prolonged hospitalizations who may have low literacy levels, free books distributed to children and patients in the hospital, a Book Mobile offered by the Salinas Public Library, and the Monterey County Free Libraries Reading Safari regularly visiting the hospital to bring books to Natividad's patients under the age of 5. According to the American Medical Association, "Poor health literacy is a stronger predictor of a person's health than age, income, employment status, education level, and race." Health literacy is essential to understanding prevention and care.

WHO: Natividad Medical Foundation

WHAT: Representatives from local Starbucks stores will present books collected from a county-wide book drive to Natividad Medical Center staff and patients to launch the hospital-wide reading initiative, "Natividad Reads! ~ ¡Leyendo con Natividad!" Speakers scheduled for the presentation include Bill Foley, CEO of Natividad Medical Center, Jose Monegro of First 5 of Monterey County and Janet Shing of the Community Foundation for Monterey County. The book drive is sponsored by Starbucks and KWAV, and the event is sponsored by First 5 Monterey County, Earthbound Farm, Salinas Public Libraries, Monterey County Free Libraries and Natividad Medical Foundation.

WHERE: Natividad Medical Center
1441 Constitution Blvd
Main Lobby, Building **500**
Salinas, CA 93906

WHEN: **Tuesday, September 23, 2008**
2:00 pm – 3:00 pm

EVENT DETAILS: This is a private event open to members of the media and hospital staff only.

MEDIA INQUIRIES: To join the media list for the event or to arrange for interviews and photo opportunities, please contact Shelley Gesicki, Account Executive, Armanasco Public Relations, Inc. at 831.372.2259.

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