



City of Santa Barbara

PROCLAMATION

Jumpstart's Read for the Record Day September 20, 2007

WHEREAS, children are born ready to learn; and

WHEREAS, the concept of emergent literacy suggest that the development of literacy takes place within the child beginning at birth and emerges over time through the child's interaction with oral and written language; and

WHEREAS, each year one in three children in the United States enters kindergarten lacking the basic skills he or she needs to be successful; and

*WHEREAS, for 14 years, the non-profit organization **Jumpstart for Young Children** has offered a proven solution to this problem by pairing a caring and trained mentor with an at-risk preschool child one-to-one for a year to build critical language, literacy, social and initiative skills; and*

WHEREAS, the children's classic, "The Story of Ferdinand" will serve as the official campaign book, and a custom edition has been created to include proven Jumpstart reading techniques for adults to read with a young child; and

*NOW, THEREFORE, I, **MARTY BLUM**, by virtue of the authority vested in me as Mayor of the City of Santa Barbara, California, do hereby proclaim September 20, 2007 as **Jumpstart's Read for the Record Day** and call upon all residents to pledge to participate in this early education awareness campaign and read "The Story of Ferdinand" to a child on September 20, 2007*

IN WITNESS THEREOF, I have hereunto set my hand and caused the Official Seal of the City of Santa Barbara, California, to be affixed this 20th day of September 2007.



Marty Blum
MARTY BLUM, MAYOR

SEP 18 2007 # 3

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