



TEXAS BOOK FESTIVAL

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Famed children's authors to bring books to life for students at Emiliano Zapata Elementary

Reading Rock Stars presentations to take place March 3-4

WHAT

The Texas Book Festival's Reading Rock Stars program in Rio Grande Valley will host nationally known authors at six economically disadvantaged local public schools. The authors will engage students in grades K-5 with lively, entertaining presentations about their books. Afterwards, authors will hand each child an autographed book, donated by Texas Book Festival. The Texas Book Festival will also donate a set of each author's books to the three school libraries. Media are invited to cover the author presentations at Emiliano Zapata Elementary School.

WHERE

Emiliano Zapata Elementary, 9100 N. La Homa Rd., Mission, TX, — MARCH 4

SCHEDULE

Friday, March 4, from 8:15 a.m.- noon (Emiliano Zapata)

8:15- 8:45 a.m.	Diane Gonzales Bertrand, pre-K, in the library
9:00-9:30 a.m.	Diane Gonzales Bertrand, K & 1 st in the library
9:00- 9:45 a.m.	Steven Weinberg, 2nd grade, in the cafeteria
9:45- 10:30 a.m.	Jon Scieszka, 4th grade, in the library
10:00- 10:45 a.m.	Steven Weinberg, 3rd grade, in the cafeteria
10:45- 11:30 a.m.	Jon Scieszka, 5th grade, in the library

WHO

- 800 students, grades pre-K through 5th, at Emiliano Zapata
- Diane Gonzales Bertrand, award-winning bilingual author of several books, including the children's book *A Bean and Cheese Taco Birthday*
- Steven Weinberg, author and illustrator of children's picture book *You Must Be This Tall*
- Jon Scieszka, the first Library of Congress National Ambassador of Young People's Literature and multi-award winning author of several books, including the chapter book series *Frank Einstein*, about a boy scientist creating, imagining, and learning about his world
- The Texas Book Festival's literary director, Julie Wernersbach; outreach manager, Kendall Miller; operations coordinator, Claire Burrows
- Emiliano Zapata's principal, Rosa Gonzalez-Vela; and librarian, Gracie Guajardo

VISUALS

Kids of all ages; famous children's authors; large banners and welcome signs for authors plastered all over the school; a library cart full of brand-new, signed books; stage with book-themed decorations including posters of book covers, cut-outs of authors, and props for interactive parts of the presentations.

BACKGROUND

Since 2001, the Texas Book Festival has given more than 69,000 books to children at Title I schools in Texas through its Reading Rock Stars program in Austin, the Rio Grande Valley, and Houston. For many children, it is the first book they have ever owned.

"The festival does not send authors to speak to the children of privilege, rather to the children of hope—all from Title 1 schools. And the event is about more than just one day. Committed teachers and librarians build excitement in the students through creative activities, art and writing projects, guiding them to find their own voices and put their dreams into words... To own an \$18 picture book is a luxury the vast majority of children in the world can't afford, but the Texas Book Festival makes sure thousands of children do," says Monica Brown, returning Reading Rock Stars author.

For more information about Texas Book Festival's Reading Rock Stars program, please visit <http://www.texasbookfestival.org/reading-rock-stars/>

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About the Texas Book Festival

The Texas Book Festival celebrates authors and their contributions to the culture of literacy, ideas, and imagination. Founded in 1995 by first lady Laura Bush, Mary Margaret Farabee, and a group of volunteers, the nonprofit Texas Book Festival promotes the joys of reading and writing through its annual Festival Weekend, the one-day Texas Teen Book Festival, the Reading Rock Stars program, grants to Texas libraries, youth fiction writing contest, and year-round literary programming. The Festival is held on the grounds of the Texas Capitol each fall and features more than 250 renowned authors, panels, book signings, live music, cooking demonstrations, and children's activities. Thanks to generous donors, sponsors, and 1,000 volunteers, the Festival remains free and open to the public. Visit www.texasbookfestival.org for more information, and join the conversation using the hashtag #txbookfest on Facebook, Twitter, and Instagram @texasbookfest.

About Reading Rock Stars

The Texas Book Festival brings books to life for young readers through Reading Rock Stars, a dynamic program in which selected authors from across the country are invited to present their works to students in economically disadvantaged public schools. At the end of the presentations, each child receives an autographed copy of the book, and a set of books is also given to the school library. Originally created to serve children in the Austin area, the Reading Rock Stars program is expanding each year. With support from H-E-B's Tournament of Champions and Read 3 programs, The Wright Family Foundation, the ECG Foundation, the Tecumseh Foundation, Texas College Savings Plan, the University of Texas-Rio Grande Valley, and other generous donors, Reading Rock Stars is now serving Austin, the Rio Grande Valley, and Houston. The Texas Book Festival makes a three- year commitment to each school it accepts, bringing in different authors and new books each year. <http://www.texasbookfestival.org/reading-rock-stars/>