



TEXAS BOOK FESTIVAL BRINGS ITS READING ROCK STARS PROGRAM TO RIO GRANDE VALLEY TITLE ONE SCHOOLS

Texas Book Festival Returns to the Rio Grande Valley Area for Six School Visits, Presenting Nine Authors and Donating 3,140 Books to Title I Students

WHAT: The Texas Book Festival will host its **Reading Rock Stars** program in six local Rio Grande Valley Title I elementary schools on February 28 and March 1. This event, which will bring nine nationally-recognized children’s authors is the culmination of months of school preparation. TBF will gift each student a copy of the presenting author’s book as part of its mission to promote literacy and reading across the state of Texas.

The Texas Book Festival will donate a total of 3,140 books to students and classrooms at **Carl C. Waitz Elementary, Lyndon B. Johnson Elementary, Rudy Silva Elementary, J.W. Caceres Elementary, Guillermo Flores Elementary, and Hurla M. Midkiff Elementary.** With this latest round of Reading Rock Stars, the Texas Book Festival will have given more than 105,000 books to students in Title I schools across Texas.

The presenting authors include **Jon Scieszka**, celebrated author, first U.S. National Ambassador for Young People’s Literature, nationally recognized reading advocate, and founder of Guys Read: a web-based literacy program for boys whose mission is “to help boys become self-motivated, lifelong readers”; **Julissa Arce**, a *CNBC* and *Crooked* media contributor, writer, speaker, and social justice advocate, cofounder and chairman of the Ascend Educational Fund, and board member for the National Immigration Law Center and the College Spring; and award-winning author/illustrator **Tony Piedra**, who, as a Pixar animator, has also worked on movies such as *Coco*, *Up*, and *Inside Out*.

“Promoting literacy is a central part of our mission,” says Lea Bogner, Outreach Manager for Texas Book Festival. “For our eleventh year of Reading Rock Stars in the Rio Grande Valley, we’re proud to bring this celebrated, diverse group authors and their important stories to these students.”

The Texas Book Festival’s Reading Rock Stars literacy program brings books to life for children in low-income schools by inviting authors and illustrators into classrooms with entertaining presentations that inspire students to read, write, and create. Thanks to generous support from sponsors—including H-E-B: Tournament of Champions and University of Texas: Rio Grande Valley—the Texas Book Festival gives each student an autographed copy of their author’s book and provides the school library with a new set of books by the visiting Reading Rock Stars authors. After each presentation, the author personally hands an autographed copy of their book to each student.

For more information on the Texas Book Festival and its Reading Rock Stars and Real Reads literacy programs, please visit www.texasbookfestival.org.

WHO: [Cecilia Ruiz – *A Gift From Abuela*](#)
[Jennifer Torres – *Flor and Miranda Steal the Show*](#)
[Jon Scieszka – *Math Curse*](#)
[Julissa Arce – *Someone Like Me*](#)
[Marcus Emerson – *Ben Braver and the Incredible Exploding Kid*](#)
[Peter H. Reynolds – *Say Something*](#)
[Rafael López – *We've Got the Whole World in Our Hands*](#)
[Steven Weinberg – *You Must Be This Tall!*](#)
[Tony Piedra – *The Greatest Adventure*](#)

WHEN: Thursday, February 28 - Friday, March 1, 2019

WHERE: Carl C. Waitz Elementary (February 28)
Lyndon B. Johnson Elementary (February 28)
Rudy Silva Elementary (February 28)
J.W. Caceres Elementary (March 1)
Guillermo Flores Elementary (March 1)
Hurula M. Midkiff Elementary (March 1)

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ABOUT TEXAS BOOK FESTIVAL

With a vision to inspire Texans of all ages to love reading, the Texas Book Festival connects authors and readers through experiences that celebrate the culture of literacy, ideas, and imagination. Founded in 1995 by former 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 Texas Teen Book Festival, the Reading Rock Stars Title I elementary school program, the Real Reads Title I middle and high school program, grants to Texas libraries, and year-round literary programming. The Festival is held on the grounds of the Texas Capitol each fall and features more than 275 renowned authors, panels, book signings, cooking demonstrations, and children's activities. The 2019 Texas Book Festival Weekend will take place October 26 - 27. 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.