



PRESS RELEASE

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EL MONTE'S 27th ANNUAL FIESTA OF BOOKS PROVIDES FREE BOOKS TO MORE THAN 2,000 LOCAL CHILDREN

El Monte, Calif. – More than 2,000 El Monte children received free books at the City's 27th Annual Fiesta of Books, held on Saturday, May 1, 2010 from 10 a.m. to 1:30 p.m. The event was sponsored by the El Monte Community Services Department, El Monte City School District and Mt. View School District and took place at the El Monte Community center.

"This year's Fiesta of Books was such a great success," said El Monte Councilwoman Norma Macias. "Literacy is the best gift we can give our children and we must continue to think of new ways to impart that gift upon them. We are so thankful to all of the volunteers and the sponsors who made this event possible."

Each child was given two new books, one dictionary and an unlimited amount of free-used books, as well as a decorative bag to hold their items. They were also given a free pizza certificate to Shakey's Pizza Parlor and had the opportunity to see costume characters and receive autographs from 2010 Miss Friendly El Monte/South El Monte Princesses.

Children also enjoyed storytelling, participated in arts & crafts and had their faces painted. Food vendors and music from Latino 96.3 FM disc jockeys were available for the public.

Donors for the event included the El Monte Education Center, Rotary International Club of Five Points, Valley Vista Services, El Monte Veterans of Foreign Wars Post 10218, El Monte City School District Superintendent Jeff Seymour, El Monte Police Officers Association, Longo Toyota/Lexus, Wayne C. Clayton Foundation, Mountain View School District Teachers Association, Cherrylee PTA, Diane McMaster and Acting Deputy City Manager for Community Services Marian Last.

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