



PRESS RELEASE

MILITARY CHILD EDUCATION COALITION

FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Jaclyn Collins

254-953-1923

Jaclyn.collins@militarychild.org

MILITARY CHILD EDUCATION COALITION RECEIVES 10,000 BOOKS FOR DISTRIBUTION TO MILITARY FAMILIES

Children's books are a generous donation from Sesame Workshop and Random House

HARKER HEIGHTS, TX, March 6, 2008 - The Military Child Education Coalition (MCEC™) today hailed the donation of 10,000 children's books by Sesame Workshop and Random House Children's Books as a boost to the MCEC™'s existing literacy initiatives. The MCEC™ was awarded the Sesame Street books for its dedication to military-connected children and its strong commitment to literacy across its many programs and initiatives.

"We are delighted that our friends at Sesame Workshop and Random House recognize the work the MCEC™ is doing to help military children," said Dr. Mary Keller, executive director of the MCEC™. "Their donation will touch thousands of military families as they cope with the unique challenges of having a loved one in the armed forces."

The books were given to the MCEC™ on behalf of Elmo, the lead character in the *Talk, Listen, Connect* DVD created in August 2006 by the Sesame Workshop, Wal-Mart and the MCEC™. The DVDs show how Sesame Street characters cope with a loved one's deployment and eventual return. More than 400,000 of the DVDs have been distributed as a free, educational resource for military families.

The MCEC™ will integrate the Sesame Street books into its many literacy-based initiatives. Most notably, the books will be distributed through its Parent to Parent™ literary workshops that train military parents to be their children's strongest advocates on educational issues. The books will also support the MCEC™'s *Growing, Learning, Understanding: Making Meaning Through Early Literacy* (GLU™) program, which helps adults develop children's literacy skills and foster a love of learning.

About MCEC™

The Military Child Education Coalition™ is a 501(c)(3) non-profit, world-wide organization. A model of positive leadership and advocacy, the MCEC™'s work is focused on ensuring quality educational opportunities for all military-connected children affected by mobility, family separation, and transition. MCEC™ seeks to include all

military installations, their supporting schools, concerned organizations, and caring individuals in their mission to serve the children of Active Duty, National Guard and Reserve service members. For more information, please visit www.militarychild.org.

###