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FOR IMMEDIATE RELEASE

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SMART ANNOUNCES NEW CEO

Veteran non-profit executive set to take helm of Oregon's largest non-profit dedicated to early literacy

PORTLAND, Ore. - Start Making A Reader Today (SMART) announced today that Lisa Wiebe has been selected by its Board of Directors to lead the organization as chief executive officer.

For the past 13 years Wiebe held the position of development director for Oregon Food Bank (OFB) in Portland.

"Lisa is a hands-on, decisive leader who values innovation, teamwork and dedication," said Steve Stadum, chairman of SMART's board of directors. "We are delighted she accepted the position."

Having worked in the non-profit sector for more than 20 years, Wiebe brings a wealth of experience to SMART. While at OFB, Wiebe led a capital campaign that raised \$12 million, helped the organization grow from 34 to 100 employees and increased the active volunteer base from 25 to 19,000 individuals. She directed many facets of OFB including sourcing food, securing funding, recruiting and overseeing volunteers, and managing OFB's public relations function.

"We conducted a thorough local and national search before selecting Lisa to lead the organization," said Stadum. "Lisa is known for her ability to conceive, develop and execute strategies that drive revenue, growth and vision. The Board is confident that she has the experience and judgment needed to take SMART to the next level of success."

Wiebe replaces Mary Jubitz, who served as the chief executive of SMART since 1994, and announced her retirement last fall. Jubitz directed the program's expansion into 21 new counties and 229 new schools over the past 11 years. She will remain actively involved with SMART to help with the leadership transition. SMART is managed by a board of directors, made up of some of Oregon's top business and community leaders, and an experienced staff who together guide SMART's strategic direction and future.

About SMART

SMART gives thousands of Oregon children the one-on-one support they need to learn to read and build brighter futures. SMART delivers the two things K-3 students need most to learn to read: adult attention and books. Volunteers read with two children for one hour a week in public elementary schools, and the children receive two books each month to keep and read with their families. It's a simple approach that makes a world of difference.

SMART is known as one of the most cost-effective non-profit early literacy programs in the nation. Recently, SMART was endorsed by the national Coalition for Evidence-Based Policy, an organization that seeks to evaluate the effectiveness of social policy and programs using scientifically valid studies.

This year, SMART is serving more than 10,000 children in 271 schools in 32 Oregon counties. Since the program started in 1992, SMART has served more than 90,000 children, given away more than 1.3 million books to participating children, and coordinated 2.1 million volunteer hours.

To learn more about SMART, visit www.getsmartoregon.org or call toll free 1-877-598-4633.