
U.S. Bank Recognizes SMART As Cost-Effective Early Literacy Nonprofit



\$25,000 donation helps deliver literacy support to 83 children

Portland, 8 November 2007 – SMART (Start Making A Reader Today) received a donation of \$25,000 from U.S. Bank to ensure 83 children throughout Oregon receive literacy support and new books this year.

“U.S. Bank is proud to be a partner to children throughout the state who need literacy support,” said David Wynde, U.S. Bank Vice President & Manager of Community Relations. “For the benefits a child receives, SMART is a very cost-effective program. Not only do the children learn a valuable skill, but find new friends in volunteer readers. This invaluable, one-on-one attention is often enough to ensure children stay on the right path throughout their lives. We hope our donation will encourage others to invest in SMART, so the organization can continue developing literate and hopeful communities.”

U.S. Bank has provided SMART with financial, volunteer and leadership support since 1994. Former U.S. Bank executive Linda Wright chairs SMART’s Board of Directors and U.S. Bank Division Manager Ryan Killgore, based in Central Oregon, recently joined the SMART Board.

“The need to read is pervasive in everyday life,” said Terry Shanley, SMART CEO. “The earlier children are inspired by reading, the easier it is for them to succeed in school and beyond. SMART is thrilled to have partners like U.S. Bank who understand the importance of early childhood literacy.”

Businesses in Oregon are encouraged to join SMART Business Partners and help ensure the immediate and future success of children in their community. Partners give a minimum of \$1,000 each year to help SMART deliver consistent, one-on-one reading support and purchase new books for the children to take home each month, keep, and read with their families. Benefits include recognition in SMART’s annual report and website, a framed SMART Business Partners certificate, and other public recognition opportunities.

Learn more about SMART Business Partners online at getsmartoregon.org.

About SMART® (Start Making A Reader Today)

SMART is a nonprofit that envisions an Oregon where every child can read and is empowered to succeed. We engage community volunteers to read one-on-one with K-3 children who need literacy support. Participating children also receive new books each month to keep and read with their families. Since 1992, thousands of SMART volunteers have been inspiring little readers through storytelling. Together with support from the community, we are building brighter futures for Oregonians big and small. Volunteer or donate today. Visit www.getsmartoregon.org or call 1-877-598-4633.

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Contact SMART

Melissa Logan, mlogan@getsmartoregon.org, 503-937-4813