

For Immediate Release
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SMART-Start Making A Reader Today honored as one of the top ten non-profit organizations in Oregon

Portland, OR- SMART – Start Making A Reader Today was honored as one of the most admired non-profits in Oregon. SMART was selected through a survey that the Portland Business Journal sent to 2,500 CEOs and top level managers throughout Oregon. They made their selection based on five criteria: innovation, quality of management, community involvement, quality of products and services and branding and marketing.

SMART ranked eighth out of the top ten non-profits selected for this honor. Last year, SMART was also among Oregon’s top ten most admired non-profit organizations.

Linda Wright of US Bank and SMART’s Board chair accepted a plaque in recognition of SMART at the Business Journal’s Oregon’s Most Admired Companies award luncheon at the downtown Portland Hilton Hotel on December 7.

About SMART: SMART – Start Making A Reader Today is a non-profit organization dedicated to children’s literacy. SMART provides volunteers who commit one hour a week to read one-on-one with K-3 children for a half hour each. Each child participating in SMART receives free books to keep and read with their families. It’s a simple approach that makes a difference. To learn more about SMART call 503-937-4800, or visit online at www.getsmartoregon.org

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Note for Editors/Reporters: SMART operates in 32 of 36 Oregon counties. If you would like to know more about how SMART impacts your community, contact Stacy Kean at 503-937-4817 or 503-314-5235 to reach local contacts and participants.