

315 Sand Island Access Rd. | p: 808.462.5000 | pbshawaii.org
Honolulu, HI 96819-2295 | f: 808.462.5090

FOR IMMEDIATE RELEASE

Jody Shiroma
jshiroma@pbshawaii.org
808.462.5026

March 4, 2019

**PBS Hawai‘i Kicks Off National Reading Month With The Launch Of
GET CAUGHT READING**

A statewide multimedia initiative that encourages people of all ages to read

HONOLULU, HI –PBS Hawai‘i launches GET CAUGHT READING, a statewide multimedia initiative to share the love of reading with the local community. The program’s purpose is to create opportunities for individuals new to reading to discover its joy; for avid readers to celebrate their love of reading; and to create excitement to grow the next generation of readers.

March kicks off National Reading Month and through this initiative the community will have access to video stories on-air and online, and in-person events. GET CAUGHT READING videos will feature community members as Honolulu Police Chief Susan Ballard and University of Hawai‘i’s Men’s Head Basketball Coach Eran Ganot reading book passages that hold deep meaning to them while others will showcase keiki sharing their excitement about their favorite stories. Individuals will also be asked to share their encounters of getting caught reading through social media.

“Research tells us that reading books is both recreation and creation. It relaxes you at the same time it powers your imagination and focus, which boosts your creativity. We are proud to work with our valued community partners to help you ‘GET CAUGHT READING,’” Leslie Wilcox, PBS Hawai‘i President and CEO, said.

-MORE-

Page 2 Get Caught Reading (continued)

In the following months, PBS Hawai'i will be partnering with Hawai'i public libraries to host keiki events with story time and book giveaways. Keiki will also be provided opportunities to talk about the books they love and share what they enjoy about reading.

GET CAUGHT READING includes events targeting rural communities on O'ahu, Kaua'i, Hawai'i Island, Maui, Moloka'i and Lāna'i.

State Librarian Stacey Aldrich, who grew up watching PBS programs said that GET CAUGHT READING is "a perfect partnership" between PBS Hawai'i and the Hawai'i State Public Library System.

To learn more about GET CAUGHT READING, visit pbshawaii.org.

#