

**FOR IMMEDIATE RELEASE**

## **Commission Assists in Local Literacy Support Effort**

(AUGUST 10, 2010) HEMET, CA — The Riverside County Children & Families Commission will help young children benefit from a donation drive supporting literacy in the San Jacinto Valley and conducted by dd's DISCOUNTS store in Hemet in partnership with the award-winning nonprofit organization First Book<sup>®</sup>.

According to the *Archives of Disease in Childhood*, 16 percent of parents of children ages three years and younger do not read at all with their children; 23 percent do so only once or twice a week. Research shows that introducing books early and reading aloud to children helps them build language skills, prepare for school success, embrace a love for reading and create a special bond with parents and caregivers.

Between August 14 and September 7, 2010, dd's DISCOUNTS customers can make a donation at the point of sale at the store in Hemet (1711 W Florida Ave. in Hemet, CA 92545). A donation of only \$2 will provide a brand new book to a child. All funds raised will go directly to purchase new books in support of youth literacy efforts. First 5 Riverside was selected as a recipient to help distribute books among children who need them most.

“It's important now, more than ever, to support early literacy and help young children experience the joy of reading, while increasing family literacy,” said Harry Freedman, executive director of First 5 Riverside.

**About First 5 Riverside:** First 5 Riverside, the Riverside County Children & Families Commission, is a division of the Riverside County Department of Public Social Services. It is funded by Proposition 10 tobacco tax revenues. Established by the County Board of Supervisors in 1999, First 5 Riverside supports early childhood development through educational outreach, partnerships and funding for early education, health and child care services that benefit children, from prenatal to age 5, and their families. Research shows that support helps children develop a strong foundation for success in school and throughout their lives. For more information about First 5 Riverside programs and other funded services, call 800-266-3880 or visit [www.rccfc.org](http://www.rccfc.org).

**About First Book:** First Book provides new books to children in need, addressing one of the most important factors affecting literacy – access to books. An innovative leader in social enterprise, First Book has distributed more than 70 million free and low cost books in thousands of communities. First Book now has offices in the U.S. and Canada. For more information about the nonprofit First Book please visit [www.firstbook.org](http://www.firstbook.org).

**About Ross Stores:** Ross Stores, Inc., a Fortune 500 and Nasdaq 100 (ROST) company headquartered in Pleasanton, California, is the nation's second largest off-price retailer with fiscal 2009 revenues of \$7.2 billion. The Company operates more than 1,000 Ross Dress for Less<sup>®</sup> (“Ross”) stores and 57 dd's DISCOUNTS<sup>®</sup> locations, combined. Ross offers first-quality, in-season, name brand and designer apparel, accessories, footwear and home fashions for the entire family at everyday savings of 20 to 60 percent off department and specialty store regular prices. dd's DISCOUNTS features a more moderately-priced assortment of first-quality, in-season, name brand apparel, accessories, footwear and home fashions for the entire family at everyday savings of 20 to 70 percent off moderate department and discount store regular prices. Additional information is available at [www.rossstores.com](http://www.rossstores.com).

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