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**Interview/photography opportunity:** The Junior League of Memphis and Tennessee First Lady Chrissy Haslam host a Read20 Book Patrol book distribution event on Sept. 19 at 2:00 p.m. at Aurora Collegiate Academy, 3804 Given Ave, Memphis, TN 38122.

**FOR IMMEDIATE RELEASE**

**Junior League of Memphis and First Lady Haslam to host Read20 Book Patrol Event**

MEMPHIS, TENN. – September 15, 2016 – The First Lady of Tennessee Chrissy Haslam is visiting Memphis to promote literacy in the Bluff City. In partnership with the Junior League of Memphis, First Lady Haslam will participate in a Read20 Book Patrol book distribution event on Sept. 19 at 2:00 p.m. at Aurora Collegiate Academy.

First Lady Haslam will speak to 270 scholars, ages Kindergarten-fifth grade, at Aurora Collegiate Academy in the Highland Heights neighborhood. She will then help each child pick out a brand new book and take a picture with each student individually.

This event is part of First Lady Haslam’s statewide Read20 Book Patrol initiative. The Read20 Book Patrol encourages children to read an additional 20 minutes each day. In Memphis, Haslam has partnered with the Junior League of Memphis and the Memphis Police Department to promote literacy in conjunction with public safety.

In the past year, the JLM has collected over 7,000 books for students in high-risk areas. Memphis police officers then distribute the books at precincts across the city. The goal is to showcase precincts as neighborhood safe zones. Receiving a book from a police officer also builds relationships between officers and kids in the communities they serve.

In addition to the book distribution, Haslam will attend a JLM new member meeting, where she will discuss the partnership between her office and the JLM and the shared goals of executing and increasing the profile of Read20. The meeting will take place at 6:30 p.m. at the Church of the Holy Communion, 4645 Walnut Grove Road.

“When the Junior League of Memphis began participating in the Read20 Book Patrol program, our goal was to collect 500 books,” said JLM President Jennifer Taylor. “Within several months, we were within the thousands. Our passion in building better communities and revitalizing neighborhoods is what we

do, and the Read20 program ties perfectly into this. I am proud of what our members have accomplished and continue to achieve daily.”

Those who wish to donate books or make a monetary contribution to the Read20 Book Patrol program, please contact Katie Walsh, JLM TAPA/Issue Advocacy Chair, at walshie2004@gmail.com or drop off books at the JLM Community Resource Center, 3475 Central Avenue.

**About the Junior League of Memphis**

The Junior League of Memphis (JLM) is an organization of women committed to promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. As one of the largest volunteer groups in the Mid-South, the JLM is committed to revitalizing neighborhoods in and around Memphis through the development of, and participation in, programs that positively impact the environments where people live, work and play.

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