**FOR IMMEDIATE RELEASE**

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**Junior League of Memphis Partners with First Lady Crissy Haslam**

**Memphis, Tenn. – May 5, 2015**– The Junior League of Memphis has partnered with Crissy Haslam, the First Lady of Tennessee for Haslam’s READ20 Book Club program. Haslam will be visiting Junior Leagues across the state this month to raise awareness and support for the program. She will attend the May 11 meeting of the JLM at the Community Resource Center at 7 p.m.

The First Lady’s READ20 Book Club encourages parents and children to read together 20 minutes each day. This small step will help promote school readiness, improve a child’s vocabulary and create better listening skills and longer attention spans.

The Read20 Book Patrol project hopes to reduce the slump of literacy levels in children over the summer by partnering with local police stations. Police officers will distribute books to children during the summer throughout several neighborhoods and various events. The JLM will collect books, rebrand them with Read20 Book Patrol stickers and distribute them to local police contacts.

For more information on the First Lady’s READ20 Book Club, visit <http://www.tn.gov/firstlady/read20/about.shtml>.

**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 improving the lives of women and children in the Memphis community.

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