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### **12<sup>th</sup> Annual WXEL Holiday Book Drive launches November 30<sup>th</sup>, 2009**

*West Palm Beach*--In the traditional spirit of giving, the **2009 WXEL Holiday Book Drive** (12<sup>th</sup> Annual) launches following the Thanksgiving holiday on Monday, November 30<sup>th</sup> and it will continue through Wed., December 30<sup>th</sup>. The WXEL Holiday Book Drive benefits the WXEL PBS KIDS/Ready To Learn service (RTL)---the early childhood educational service which is public television's contribution toward our nation's most urgent educational goal: preparing children for success in school, particularly in reading skills, through the reach of public broadcasting.

WXEL's Education Specialist trains parents and educators to prepare at-risk children in literacy skills development, always emphasizing the importance of co-viewing and of the RTL Learning Triangle to all caregivers (view/do/read). This facilitation process is based on the award-winning educational and violence-free PBS KIDS/Ready To Learn television programming. The specialist regularly distributes new children's books (Scholastic or Random publications) on a complimentary basis to designated sites in the community. PBS KIDS/Ready To Learn is funded by the Corporation for Public Broadcasting (CPB).

This annual holiday book drive will allow WXEL to distribute hundreds of additional **NEW and USED** children's books to parents and educators of at-risk **children ages 2 - 8**. The books collected during this holiday drive will be distributed by the WXEL Education Specialist at sites throughout the community through January 2010. Thanks to the generosity of many individuals and groups, WXEL expects to celebrate another successful book drive. This year's main sponsor continues to show its generous support: **The Gold Coast, the Treasure Coast, and the South Florida chapters of the Hospitality Financial and Technology Professionals (HFTP).**

Additional sponsors which will serve as collection sites for this year's book drive include the following: **Plastridge Insurance Agency** in Delray Beach (1-800-290-1143, 820 N. Federal Hwy.); **Psychex, Inc.** in West Palm Beach (561-655-5542, 250 Australian Ave.); **BankAtlantic** in Delray Beach (561-499-3900, 6473 W. Atlantic Ave.) & **BankAtlantic** in Hobe Sound (772-546-2700, 11400 SE Federal Highway).

*Once again, WXEL's collection site will be located at the WXEL studios in the lobby, weekdays between November 30<sup>th</sup> and December 30<sup>th</sup>. The studios are located at 3401 S. Congress Avenue, Boynton Beach (Monday – Friday, 9:00am – 5:00pm); 561-737-8000.*

**Again, this year's drive collects both NEW and USED children's books, including Scholastic/Random House publications, for children ages 2 - 8.**

For more information, please contact the WXEL Community Affairs Department at 561-737-8000 x 4429 or send a message to [education@wxel.org](mailto:education@wxel.org). Thank you for your support.

### **About WXEL TV/FM**

WXEL-DTV42 and 90.7FM are licensed to the West Palm Beach-Ft. Pierce area.

WXEL 90.7FM, the region's public radio station, signed on the air in 1969 as an educational conduit to the community. WXEL 90.7FM is affiliated with NPR, National Public Radio. In addition to the programming of NPR, WXEL 90.7FM airs locally produced programming such as *Classical Variations*, *Florida Forum*, *Uncorked!*, *On The Money!* and *WXEL's Opera Theater*. Locally produced programming for 90.7FM totaled more than 840 hours in the past year.\* WXEL is a member of The Palm Beach County Cultural Council, which is the largest private local cultural agency in Florida. Since its formation in 1978, the cultural council's mission has remained unchanged: to develop, coordinate and promote cultural activities throughout Palm Beach County, "Florida's Cultural Capital."

WXEL-DTV42, the area's public television station, signed on the air in 1982. WXEL Television is affiliated with PBS, the Public Broadcasting Service. Digital TV42 airs shows serving the educational, cultural and entertainment needs of the community with acclaimed national programming such as *The News Hour with Jim Lehrer* and local programming, including *Cooking Without Looking*. Digital TV42-1 airs PBS programming, digital TV42-2 airs Create, digital 42-3 airs V-me (Spanish-language), and digital TV42-4 airs The Florida Channel/Florida Knowledge Network. In the past year, Digital TV42 has aired more than 1,100 hours of locally produced programming.

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*\*Source: January 08/January 09 WXEL Internal Reports*

WXEL-DTV42 and 90.7FM are a service of Barry University.