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September 11, 2013

For immediate release

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The Big Read is Coming...

Yakima, WA- On October 5, 2013 the Yakima Valley Libraries will be kicking off The Big Read, a partnership with the National Endowment for the Arts where our intent is to develop community-wide programs which encourage reading and participation by diverse audiences. With funding from the National Endowment for the Arts, we are excited to bring our patrons Into the Beautiful North by Luis Alberto Urrea. We begin our Big Read month of October with a kick off at Yakima Central Library from 12:00 pm to 3:00 pm where patrons will be entertained at a Mexican arts-themed festival featuring stories, music, crafts and activities.

Participants of the Big Read will receive a free copy of the book by signing a pledge card affirming their commitment to read the book and engage in other Big Read events throughout Yakima Valley Libraries.

“We look forward to sharing this book with our patrons and our community. Into the Beautiful North is an inspiring book about struggle and progress and we anticipate it will encourage meaningful conversations amongst our community.” Kim Hixson, Yakima Valley Libraries Director.

As always the Yakima Valley Libraries strives to support lifelong learning and an informed citizenry by providing free, open and full access to a vast array of ideas and information. We look forward to serving you.

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