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**BOOK BABIES PROGRAM EXPANDS TO WINSTON-SALEM,
WELCOMES ITS FIRST FORSYTH COUNTY NEWBORNS
WITH A LAUNCH CELEBRATION**

Winston-Salem, NC – More than 120 champions of early literacy will gather together at FootNote this Thursday, October 4th, to celebrate the launch of [Book Babies @ Imprints Cares](#), a unique home visiting literacy support program for families of Forsyth County newborns.

“This very special event underscores the deep commitment that we at Imprints Cares have to ensuring that every child succeed, a commitment that must start at birth,” said Claudia Barrett, Executive Director of [Imprints Cares](#). “We are delighted to add Book Babies to Imprints Cares’ portfolio of supports for Forsyth County families with Medicaid-eligible newborns, and we are honored to work alongside our colleagues at Book Harvest in Durham in bringing this dream to fruition.”

Book Babies launched in Durham in 2013, under the leadership of the nonprofit organization [Book Harvest](#). Its unique combination of literacy coaching home visits with the provision of new, age-appropriate and language-appropriate books starts at birth and continues all the way til kindergarten. By the time a Book Babies participant graduates from the program, she will have received at least 10 home visits and a home library of more than 100 books. The goal of Book Babies is kindergarten readiness.

“We have seen firsthand the power of Book Babies here in Durham, and it is nothing short of stunning,” said Book Harvest Founder and Executive Director Ginger Young. “As I watched Durham’s first Book Babies class, born in 2013, don caps and gowns and receive their diplomas this summer, and as they begin their kindergarten journey this fall, I am thrilled to see Book Babies take root in Winston-Salem. This program works.”

“To be able to collaborate with Imprints Cares, with its 50 years of early childhood leadership and home visiting expertise, is a tremendous honor,” she continued. “Together, we in Durham and Forsyth Counties will be charting a course and building a base of evidence for early literacy starting at birth which we hope can yield much-needed results for newborns and very young children everywhere.”

The celebratory Book Babies @ Imprints Cares luncheon features keynotes by Young and by Joe Crocker, Director of Local Impact in Forsyth County at the [Kate B. Reynolds Charitable Trust](#). The event is by invitation only.

About Imprints Cares:

Founded in 1969, Imprints Cares is an early childhood education nonprofit in Forsyth County, North Carolina, working to break the cycle of poverty by nurturing children and improving their welfare; supporting parents on their journey through parenthood; and actively engaging our community in the success of every child. Through our two core initiatives – Ready for School and Expanded Learning Services – Imprints Cares provides families of children ages 0 to 7 with the tools they need to raise children who are safe, healthy, and ready to learn. Learn more at www.imprintscares.org.

About Book Harvest:

Book Harvest provides books and literacy support to children and families in North Carolina, helping foster lifelong literacy and academic success. Growing up in homes that are rich with books helps children start kindergarten ready to learn, combat summer learning loss once they are in school, and fall in love with reading. The organization, based in Durham, believes in the power of parents and the power of books to transform children’s lives. Since 2011, children and families have harvested more than 990,000 books to take home and keep for their very own. Learn more at www.bookharvestnc.org.

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