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From: Peggy Barber, Director
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Margaret Craig McNamara, founder and chairman of Reading is FUNdamental, was awarded the Clarence Day Award, at the closing General Session of the 94th Annual Conference of the American Library Association in San Francisco on July 4, 1975. The award recognizes leadership given to the world of children's books and includes a citation, \$1,000, and a contemporary print.

Mrs. McNamara is a graduate of the University of California, Berkeley. She taught biology and health education in the state's secondary school system for two years.

In 1940, she married Robert Strange McNamara, President of the World Bank, who served as Secretary of Defense under Presidents Kennedy and Johnson.

In 1959, Mrs. McNamara was named Regional Director for the White House Conference on Children and Youth. She also served as a member of the National Advisory Council of the Office of Equal Opportunity from 1964-68. She is a trustee of Chatham College in Pittsburgh.

The McNamaras have three children, Margaret, Kathleen, and Craig.

As a resident of Washington, D.C., Mrs. McNamara volunteered in the 1960's to help children with reading problems in the inner-city schools.

From that experience came the idea of Reading is FUNdamental. The idea was simple: Motivate children to read by letting them choose, from a wide variety of

attractive paperbacks, the books they want, and by letting them keep the books as their own.

RIF began as a modest experiment in the capital, but the idea of freedom of choice and pride of ownership of books caught on, not only with children but also with their parents, educators, librarians, civic leaders, and others. Today, RIF is a nationwide organization with almost 400 local projects, locally operated and funded, in 46 states.

The citation presented to Mrs. McNamara reads: "As founder and chairman of Reading is FUNdamental Margaret McNamara has motivated countless young people to develop their reading abilities and inspired them to a love of books. By encouraging librarians, teachers, business leaders, and others to develop local reading programs, many thousands of children have been introduced to the pleasures of reading and the very special wealth of knowing and owning books."

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