

For Immediate Release
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**ALA McDonald's team up for family reading;
Provide free materials to every public library**

The American Library Association (ALA) and McDonald's restaurants have announced a major new partnership to promote family reading in 1993.

As part of this campaign, McDonald's will provide a free starter kit of materials for the ALA National Reading Program to 16,000 public libraries. The program --"Together Is Better...Let's Read!" -- is designed to encourage families to read to each other, and kids to read with older and younger family and friends.

Main and branch public libraries will receive materials for 100 children, including a program guide, one large and three small theme posters, 200 bookmarks, 100 certificates, 100 reading logs and 100 stickers. Additional program materials can be ordered through the ALA Graphics catalog.

"Together is better," said Marilyn L. Miller, ALA president, in announcing the program. "We are delighted that McDonald's has joined ALA as a national partner in promoting family reading.

McDonald's support provides an exciting opportunity for local libraries to work with their McDonald's restaurants to reach out to parents and children and encourage reading and library use."

ALA McDonald's team up for family reading -- add one

"McDonald's partnership with the ALA is a natural extension of our ongoing commitment to family reading, which includes our book-based television series 'McDonald's Family Theatre' and local reading programs across the country," said Ed Rensi, president and CEO, McDonald's U.S.A. "Reading to children brings families together and is an important step in combating illiteracy."

In addition to working with ALA on national publicity, McDonald's is encouraging neighborhood family restaurants to plan programs with and support the activities of local libraries. ALA and McDonald's also encourages public libraries to work with school libraries to develop cooperative programs.

The National Reading Program is developed by the Association for Library Service to Children, a division of the American Library Association, in cooperation with ALA Graphics.

McDonald's is the world's leading food service organization with more than 8,900 U.S. restaurants serving customers in 62 countries. About 80 percent of McDonald's restaurant businesses are owned and operated by independent entrepreneurs.