

For Immediate Release
March 1993

From: Pamela Goodes
Linda Wallace
312-280-5043, 5042

McDonald's presents "The Magic Paintbrush," boosts libraries

McDonald's Family Theater will air its second prime time television program intended to encourage family reading during National Library Week, April 18-24.

The animated special is based on the award-winning children's book "The Magic Paintbrush," written and illustrated by Robin Muller.

Families will be encouraged to read together and to visit the library as part of the production to be aired Thursday, April 22, at 8:30 p.m. (EST) on CBS-TV.

American Library Association (ALA) staff advised on message development for the program as part of the ALA/McDonald's Partnership for Family Reading.