

benefiting

THE BARBARA BUSH FOUNDATION FOR FAMILY LITERACY
AND THE BARBARA BUSH TEXAS FUND FOR FAMILY LITERACY

THURSDAY, APRIL 22, 2010

The Hobby Center - Houston

Barbara Bush is proud to announce these best-selling authors for the 16th annual Celebration of Reading:

- A.J. JACOBS -

A. J. Jacobs is the author of two *New York Times* bestsellers: *The Know-It-All* (for which he read the entire *Encyclopedia Britannica*) and *The Year of Living Biblically*. His most recent work is *The Guinea Pig Diaries: My Life as an Experiment*, an amusing collection of his articles, both new and previously published. He is the editor-at-large at *Esquire* magazine.

- MARY KARR -

Mary Karr is the acclaimed and award-winning author of the best-selling memoirs *The Liar's Club* and *Cherry*. Her new book *Lit*, named one of *Time Magazine's* Top 10 Non-fiction Books for 2009, picks up where *Cherry* left off. Written with relentless honesty and irreverent humor, it chronicles Mary's final confrontation with her hard-scrabble past as she embraces her life as a grown-up woman.

- GREG KINCAID -

Greg Kincaid is the author of *A Dog Named Christmas*, a heartwarming novel that tells the tender story of how one very special dog changed the lives of his adoptive family, and an entire town, forever. The book is a must read for animal lovers and was made into a TV movie by the Hallmark Channel.

- SARAH PALIN -

Sarah Palin is the former governor of Alaska and recent Republican vice-presidential candidate. Her fascinating new autobiography *Going Rogue* has sold millions of copies since its release in late 2009. The book traces one ordinary citizen's extraordinary journey, and imparts her unflinching hope in the greatest nation on earth.

- KATHRYN STOCKETT -

Kathryn Stockett's debut book *The Help* has been on the *New York Times* bestsellers list for most of 2009! With wit and emotion, this sensational novel explores the complex relationships that existed in the 1960's between the black domestic "help" and the white southern women who employed them.

Sponsorship opportunities and tickets are available at various price levels.

For additional information, contact Carrie Eickenroht
at 713-467-2812 or ceickenroht@empowerevents.com
or The Barbara Bush Foundation for Family Literacy
www.celebrationreading.com

C *A* ELEBRATION OF *R* READING

Thursday, April 22, 2010

The Hobby Center - Houston, Texas

THE CELEBRATION

To celebrate reading is to spend an incredibly warm and engaging evening with George and Barbara Bush at Houston's Hobby Center with some of their favorite best-selling authors. At this annual fundraiser that benefits the Barbara Bush Foundation for Family Literacy and the Barbara Bush Texas Fund for Family Literacy, Mrs. Bush personally invites best-selling authors who give freely of their time to share their works with guests. April's event features a remarkable line-up of authors who have frequented many of 2009 & 2010's bestseller lists: **A. J. Jacobs** (*The Guinea Pig Diaries*), **Mary Karr** (*Lit*), **Greg Kincaid** (*A Dog Named Christmas*), **Sarah Palin** (*Going Rogue*) and **Kathryn Stockett** (*The Help*).

The evening begins with the Authors' Reception - a casual mix-and-mingle with the Bushes and authors where guests enjoy the opportunity to visit with each author. The program is filled with spontaneous fun, and at the same time has all the characteristics of a professional production because it is in fact "produced" - including video, a wonderful set, and other hallmarks of a real "show"- very different from more traditional reading events. Barbara Bush hosts the evening, introducing each author and collaborating with former President George Bush and other surprise guests to bring a tremendous sense of humor and warmth to the program, as the authors bring their best-selling books to life. After the program all guests enjoy a delightful light supper and more time to mix and mingle before going home with a book written by one of the authors.

THE BARBARA BUSH FOUNDATION
FOR FAMILY LITERACY

THE BARBARA BUSH TEXAS FUND
FOR FAMILY LITERACY

The Barbara Bush Foundation for Family Literacy funds the development of innovative family literacy projects in which parents and their children learn and read together, and parents develop the skills needed to be their children's "first teachers." As of June 2009, the Foundation and the Fund have awarded more than \$34 million in grants to over 773 family literacy programs in all 50 states and the District of Columbia. Since 1999, fifty percent of the *Celebration of Reading* proceeds have gone to the Texas Fund, a foundation created by Barbara Bush to support the development of literacy programs in Texas, and includes the First Lady's Family Literacy Initiative for Texas of which First Lady Laura Bush is the Honorary Chair, as a separate discretionary grant program.

AUTHOR ALUMNI

A Celebration of Reading proudly recognized the following authors for their generosity of time and talent, and whose books inspire all readers to celebrate the gift of literacy.

Stephen Ambrose	Stanley Crouch	David McCullough
Jean Auel	Li Cunxin	Reba McEntire
David Baldacci	Dominick Dunne	Larry McMurtry
Rondé Barber	Richard Paul Evans	Jon Meacham
Tiki Barber	Antwone Fisher	Brad Meltzer
Dave Barry	Marlin Fitzwater	Mary Tyler Moore
Ted Bell	Fannie Flag	Jim Nantz
Michael Beschloss	Karyn Frist	Bob Newhart
Maeve Binchy	Elizabeth George	Chuck Norris
Cherie Blair	Doris Kearns Goodwin	Susan Orlean
Barbara Taylor Bradford	Amy Grant	Dianna Ossana
James Bradley	John Grisham	James Patterson
Marc Brown	David Halberstam	Richard North Patterson
Jill Conner Browne	Tami Hoag	Nathaniel Philbrick
Christopher Buckley	Karen Hughes	Julia Reed
Barbara Bush	Immaculée Ilibagiza	Al Roker
George H. W. Bush	P. D. James	Arnold Scaasi
George W. Bush	Dan Jenkins	Brent Scowcroft
Jeb Bush	James Earl Jones	Sidney Sheldon
Margaret Bush	Jan Karon	Anita Shreve
Stephen Carter	Baine Kerr, Jr.	Hugh Sidey
Carol Higgins Clark	Tracy Kidder	Daniel Silva
Mary Higgins Clark	Dorie Lawson	Alan Simpson
Bill Clinton	Jim Lehrer	Scott Turow
Robin Cook	Robert Ludlum	Ronan Tynan
Patricia Cornwell	P.M. John Major	Andrea White
Michael Crichton	James McBride	Lawrence Wright
Deborah Crombie	Frank McCourt	

EVENT INFORMATION

Monday, November 8, 2010
Authors' Reception – 5:30 to 6:30 p.m.
Program – 7:00 p.m.
Light supper follows the readings
The Meyerson Center – Dallas, Texas

SPONSORSHIP AND TICKET INFORMATION

Sponsored Tables and Tickets are available at various price levels.
For additional information, contact Carrie Eickenroht at Empower Events

713-467-2812

ceickenroht@empowerevents.com

To sign up on-line, visit www.celebrationreading.com



Thursday, April 22, 2010
The Hobby Center - Houston, Texas

Honorary Co-Chairs

President George W. Bush and First Lady Laura Bush

Committee Chairs

Linda and Archie Dunham

Co-Chairs

Shahla and Hushang Ansary
Susan and Jim Baker
Ginger and Jack Blanton
Maria and Neil Bush
Lynn and Peter Coneway
Betty and John Hrncir
Nancy and Rich Kinder

Elizabeth and Drayton McLane
Janice and Bob McNair
Mica Mosbacher
Tassie Nicandros
Charlene Pate
Annette and George Strake
Joci and Joe Straus

Committee Members

Kathy and Paul Anderson
Kelli and Eddy Blanton
Leslie and Jack Blanton
Deborah and Gardner Cannon
Susan and Chip Carlisle
Martha and Mark Carnes
Charlene and Phil Carroll
Ann and Clarence Cazalot
Flora Crichton
Molly and Jim Crownover
Patty and Bob Cruikshank
Rose and Harry Cullen
Eileen and John Currie
Lacey and Dale Dorn
Brenda and John Duncan
Denise and Cary Dunham
Kimberly and Greg Ebel
Jennie and James Elkins
Ed Eubanks
Bobbie Fitch
Ellen and Tommy Ford
Lily and Charles Foster
Mary and Tony Gracely

Rhonda and Michael Graff
Terri and John Havens
Barbara and Bob Hetherington
Louise and Rob Jamail
Mary and Dennis Johnston
Pat and David Jones
Susan and John Kerr
Kathryn and Jim Ketelsen
Barbara and Jim Knight
Terri Lacy and James Baird
Susan L. Lawhon
Paula and Steve Letbetter
Bessie Liedtke
Carolyn and David Light
Carolyn and Mike Mann
Becky and David McClanahan
Kathy McGovern
Linda and Jim McIngvale
Linda and Walter McReynolds
Tanya and Bill Mearse
Steve and Sheila Miller
Miriam and Jim Mulva
Sally and Charles Neblett

Mariloli and Marvin Odum
Kay Onstead
Susie Peake
Susie and Bob Peebler
Pat Peebler
Doylene and Bob Perry
Cindy and David Petratis
Stephanie and Scott Pierce
Gloria Portela and Richard Evans
Hilary and Tim Probert
Kathy and Steve Pryor
Macey and Harry Reasoner
Emilyn and Dan Sanders
Diana Strossman & Jeff Smisek
Sue and Lester Smith
Deborah and Monte Stavis
Dana and Trey Strake
Phoebe and Bobby Tudor
Diana and Chase Untermeyer
June and Virgil Waggoner
Angela and Richard Wainerdi
Elizabeth and Peter Wareing
Marie and Bill Wise

Listing as of January 25, 2010

A CELEBRATION OF READING

WORTH CELEBRATING!

There is great news to report on the *Celebration of Reading*. This wonderful event won the 2009 Association of Fundraising Professionals' Annual Award for "Outstanding Fundraising Program"! This is a very significant award in the philanthropic community. Mrs. Bush attended the luncheon and accepted the award which was presented at the National Philanthropy Day Luncheon on November 11 at the Hilton Americas Hotel. The honor brings great recognition for the *Celebration of Reading* and the work of The Barbara Bush Foundation.

The "Outstanding Fundraising Program" award is specially reserved for a Houston area nonprofit organization (raising more than \$250,000) whose fundraising program is innovative and effective in securing financial support.

Some of the criteria in which *A Celebration of Reading* excelled include: the fundraising goal (the event raised over \$1.850 million) and net contribution (consistently 78-80%); staff and volunteer involvement (the event enjoys leadership of a great Committee); originality and inventiveness of the program and impact on fundraising goal.

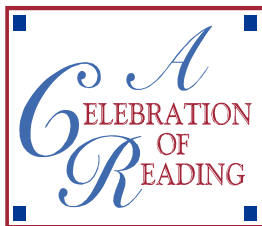
The members of the judging panel were apparently extremely impressed by the success and size of the *Celebration of Reading*!!

BECOME A FAN ON FACEBOOK!

The Barbara Bush Foundation for Family Literacy and the Houston *Celebration of Reading* have joined **Facebook**. Become a fan of the "Barbara Bush Foundation" fanpage and be the first to hear breaking news from the Foundation and the *Celebration of Reading*. And let your friends and family know so they can become "fans" too. This will be a new avenue to "get the word out" about the *Celebration of Reading* and its authors, as well to announce exciting news about the work of the Foundation in promoting family literacy.



**Many thanks to our loyal supporters who really make the
Celebration such a great event, tradition and success!!**



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SPONSORSHIP INFORMATION

Classics (\$80,000 and above)

- Invitation for 2 to join Mrs. Bush for a trip to the George Bush Presidential Library and luncheon with the authors on the day after the *Celebration*, Friday, April 23
- One additional table for 10 at the *Celebration of Reading*
- And, all of the benefits as a Benefactor

Benefactor (\$50,000)

- 22 Event tickets – Preferred seating
- 2 guests seated at tables hosted by President or Mrs. Bush or authors at dinner
- Two reserved tables for 10 at the dinner (preferred seating area)
- Ten passes to Authors' Reception hosted by President & Mrs. Bush
- Invitations for 2 to Pre-Authors' Reception introduction to authors
- Prominent listing in event printed program
- Autographed set of souvenir books from authors

Underwriter (\$30,000)

- 22 Event tickets – Preferred seating
- 2 guests seated at tables hosted by President or Mrs. Bush or authors at dinner
- Two reserved tables for 10 at the dinner (preferred seating area)
- Four passes to Authors' Reception hosted by President & Mrs. Bush
- Special recognition in event printed program

Sponsor (\$15,000)

- 10 Event tickets – Preferred seating
- One reserved table for 10 at the dinner (preferred seating area)
- Four passes to Authors' Reception hosted by President & Mrs. Bush
- Listing in event printed program

Patron (\$10,000)

- 10 Event tickets
- One reserved table for 10 at the dinner
- Two passes to Authors' Reception hosted by President & Mrs. Bush
- Listing in event printed program

Friend (\$5,000)

- 8 Event tickets
- One reserved table for 8 at the dinner
- Listing in event printed program

Individual Tickets are \$250 and \$150 and include the program and dinner.



Thursday, April 22, 2010
The Hobby Center - Houston, Texas

REPLY FORM

- Yes, I will be a sponsor of the *Celebration of Reading* at the following level:
- Classics — \$80,000 and above
 - Benefactor — \$50,000
 - Underwriter — \$30,000
 - Sponsor — \$15,000
 - Patron — \$10,000
 - Friend — \$5,000
- I would like to purchase _____ Individual Tickets at the
- \$250 level
 - \$150 level
- No, I am unable to attend, but please accept my contribution in the amount of \$ _____.

Seating is limited and based on availability at the time your check is received.

If you would like to sign up on-line with a credit card, please go to www.celebrationreading.com and click on the link for the Houston *Celebration of Reading*.

Name _____

Title _____

Organization _____

Address _____

City/State/Zip _____

Phone/Fax _____

Email _____

Contact person _____

Listing for Recognition Purposes _____

Please complete and return this reply form. Make checks payable to The Barbara Bush Foundation for Family Literacy, Tax I.D. #23-7343119 (although one-half of the tax deductible portion of your check will be a contribution to The Barbara Bush Texas Fund for Family Literacy). The fair market value of the dinner is \$75. The balance is tax deductible.

For further information, please contact Carrie Eickenroht at Empower Events at (713) 467-2812 or ceickenroht@empowerevents.com.



The reviews are in...A Celebration of Reading 2009 thrills the audience!

Want to know why this event is one of Houston's most popular?

**Comments from guests at last year's event
reflect the ongoing popularity of this great event:**

The Barbara Bush Celebration of Reading was again, as we've come to expect, a superb event. The Bush family sense of humor was on display. Her selection of authors was terrific, and they lent their talents to the evening with the usual mixture of serious comment and high fun. The food was also exceptional for a large event; one can hardly complain ever about Jackson Hicks' culinary offerings! The Celebration of Reading will always rank as the top event in Houston. The Celebration of Reading is uplifting, insightful, wonderful fun, often poignant, never boring, and remains unique in this city. **Mike Stinson**

We were all enthralled by the evening. The authors were great, interesting, witty, and stayed within their time limit. I think my group appreciated being part of the Bush family for the evening, having a bit of an intimate glimpse into the home, and we were all touched by that. I don't know exactly how many years I have attended the Celebration of Reading, but it is most definitely one of my favorite events. Again, I repeat my guests loved every minute and I applaud all who made it such a memorable evening. **Sidney Faust**

I am thrilled to be able to express how wonderful the Celebration of Reading evening was. I loved the authors and hung on every word. Tears flowed when the grandchildren spoke...It was truly one of the most special events I have attended. **Marsha Braniff**

I wanted to send a word of gratitude for the opportunity to share in the wonderful presentation at Barbara Bush's Celebration of Reading! What an honor to hear such wonderful authors speak of themselves and listen as they read from their work. What a joy to see a side of Former President Bush and Mrs. Bush that I have never had the privilege to see. I laughed and teared up several times that night and it is one experience that I will remember for a long time. **Kristina Gantz**

Every year I come away from the Celebration of Reading thinking it was the best ever and of course, this year was not different -- it was the best. The Bushes participation each year is truly special. The loving tributes by the grandchildren were heartfelt and the authors were splendid. For my group it is one of the highlights of the year for each of them. **Kathy McGovern**

The Celebration of Reading event is the best charitable function in the City of Houston. The CofR is unique and I have always enjoyed the evening. This year was especially enjoyable watching all the Bush grandchildren honor their grandmother for her hard work in support of literacy over the past 20 years. It reminded me of our family and I shed tears watching the occasion. This is an event that I always look forward to attending. **Bob Parsley**



We LOVED the Celebration of Reading this year especially. It was wonderful to be able to honor Mrs. Bush who has done so much for others and touched so many, many lives with her endless energy and caring and giving. The authors were all exceptional. Of course, the supper was a delight as usual. All in all it was a memorable evening and all of guests want to be permanent at our table. **Paula & Steve Letbetter**

I was so fortunate to be invited to attend the Celebration. It was a fabulous evening and I applaud Mrs. Bush and her wonderful family. It was an evening I won't forget. **Mary Gracely**

We were at the very first Celebration of Reading and what a treat that was. We had never been to anything like that before! Now, all these years later, it seems that it is still just as wonderful as the first time. We do everything we can to clear our calendars, push our kids aside (!) and attend the Celebration of Reading. Every year we think, "well, she cannot possibly top this one." And then we go the next year and it is just as rewarding and fun as the year before. The variety of authors and the precision in which the event is run outshines all other events. The dinner is always wonderful, and we love getting home at a decent hour, thankful for not having to sit through yet another uncomfortable auction while still having a fulfilling evening, and a renewed sense not only urgency to read a book, but of goodness in our world!.....We are blessed to be a part of such an event. I would not change a thing - why mess with a perfect evening? **Dana Strake**

All of us LOVED it. At my table, six of the guests had not been before and they were all just amazed at it all. Every year I think the Celebration is the best one yet then another comes along. **Carolyn Chappell Light**

It was an honor and a privilege to be invited to The Celebration of Reading in Houston. It was inspiring to listen to the Honorable First Lady Barbara Bush's commitment and her work to fight illiteracy in America. It was heartwarming to watch grandchildren honor the First Lady. As a recipient of the Barbara Bush Fellowship, I am thankful to Mrs. Bush for her generosity. **Priya Kurup**

The Celebration of Reading was an exquisite evening. The authors were all amazing. They were, to the person, great readers and presenters and the books chosen were amazing. I have been to many charitable events in Houston but this one I will not forget. **Niloufar Molavi**

The Barbara Bush Celebration of Reading was very special. What a great tribute to Barbara – the historical video, all the loving grandchildren, children, George, and the Children's Choir. It was very inspiring and emphasized how important it is for everyone to have the opportunity to learn to read. Without that skill, an individual's future is limited. The stories that have been shared with the successes are heartfelt. **Carolyn Farb**

The Celebration of Reading is our very favorite event of the year and this year surpassed our very high expectations. The speakers were interesting, timely, and thoughtful. As always, the event is



extraordinarily well organized and it is always a special treat to be in the presence of President and Mrs. Bush. It was a thrill to see the beautiful Bush grandchildren this year- what promise for our future! We are in awe of the wonderful work done by the foundation and her continuing commitment to such an important cause. **Donna and Arthur Miller**

My comment is.... WOW! What a beautiful, emotional evening. In a world where things seems bleak and times are so unsure, it was uplifting to get a glimpse of the incredible sense of family and closeness that the Bush family shares with one another. It made my heart smile! Mrs. Bush is one of a kind! Her dedication and giving spirit is constant and remarkable. The Authors were very enjoyable as well! It rekindled an interest for me to pick up a book despite my constant job as a mother, taxi driver, cook etc! Its always worth it to stimulate the ole' brain:) **Melanie Strake Meeks**

Attending the Celebration of Reading was truly an honor. I felt grateful and humbled when I saw my name in the program as a Barbara Bush Fellow along with my three co-fellows. I truly enjoyed listening to Mrs. Bush speak about her commitment to literacy, the touching videos, accomplished authors, and listening to all of Mrs. Bush's grandchildren was a special event. The entire night was truly inspiring, and I feel even more excited and motivated to begin my fellow-work on my research topic of fathers and family literacy. **Rose Anna Santos**

We left before the final surprise – how many grandchildren were there? I hear EVERYONE was in tears. LOVED the authors that we heard – once again, one of the best evenings ever. **Shelby Hodge**

I thought this was the best Celebration of Reading event I have attended in YEARS...if not ever! It was an absolutely lovely evening from the surprise appearance of the Bush's grandchildren and their deeply touching tribute, to an array of entertaining and interesting authors which, all combined, evoked a vast range of emotions from tearfully touching to delightful hilarity. Add to all of that a delicious meal and you have an evening fit for royalty. What a wonderfully exciting and enjoyable evening it was, all around! **Tassie Nicandros**

It's the mark of a truly great event when you can arrive exhausted from all of life's other obligations, then find yourself awakened - and energized as the program unfolds! I was perched on the edge of my seat throughout every author's reading. This is one of my favorite nights of the year in Houston! **Deborah Stavis**

Last night's Celebration of Reading was simply fabulous!!!! I was thrilled to be able to witness such a moving and interesting program as were all our guests. **Mary Kathryn Cooper**

This year's Celebration was absolutely over the top. I think the biggest surprise was seeing Mrs. Bush's reaction to her "biggest surprise", her beautiful grandchildren. I don't think there was a dry eye! You may have to put us down for four tables! **Trish Morille**