

FOR IMMEDIATE RELEASE

Media Contact:

Nikki Shearman
Communications Manager
Reach Out and Read
617.455.0642
nikki.shearman@reachoutandread.org



where great stories begin™

Reach Out and Read Appoints Diane Malcolmson as Development Director

Boston, MA; January 12, 2016 - Reach Out and Read welcomed Diane Malcolmson as Development Director of the national office in Boston in January 2016. Malcolmson will focus on leading the organization's advancement efforts and developing national fundraising partnerships across its network of 5,500 program sites.

Reach Out and Read's Executive Director, Brian Gallagher, said "We are excited to bring Diane on board. Her breadth and depth of experience working both regionally and nationally will be a great asset to us as we seek to expand our network of supporters and bring our program to more families and children across the nation."

Malcolmson brings more than 20 years of experience to the position, and served most recently as the chief development officer at nonprofit Boston Medflight, a regional leader in critical care transport.

Prior to Boston Medflight, she served as vice president of development and marketing at the Dimock Center, and as senior director of national development at Year Up.

Earlier in her career, Malcolmson held development leadership roles at organizations including Harvard University, Columbia University, Winchester Hospital, and Tufts University. She also served as senior vice president and director of internal marketing, media and communications at Fleet Financial Group.

"I am passionate about Reach Out and Read's mission, helping the families of young children understand the importance of reading aloud, and am thrilled to be working with such a dedicated staff and board," said Malcolmson.

Malcolmson earned her Bachelor's degree in international relations from Regis College and two Master's degrees, one in business administration and the other in international affairs, from Columbia University.

#####

About Reach Out and Read

Reach Out and Read is a nonprofit organization that gives young children a foundation for success by incorporating books into pediatric care and encouraging families to read aloud together.

With unparalleled access to families with young children, Reach Out and Read medical providers give books to children at more than 10 checkups from infancy until they start school. More importantly, they encourage families to read aloud and engage with their infants, toddlers and preschoolers every day.

The effectiveness of the Reach Out and Read model is recognized by the American Academy of Pediatrics in a policy statement that recommends early literacy promotion as an essential component of pediatric care. The program is both cost-effective, and evidence-based: research shows that the program results in more frequent reading at home, accelerated vocabulary and critical brain stimulation. The organization currently serves 4.5 million children, over half of whom are from low-income families.

For more information, please visit www.reachoutandread.org. Find us on Facebook at www.facebook.com/reachoutandread and follow us on Twitter @reachoutandread.