



FOR IMMEDIATE RELEASE

Contact: Ashley Pontius | National Strategies Public Relations
Phone: 813-409-4091 | Email: apontius@nspublicrelations.com

REACH OUT AND READ LAUNCHES NATIONWIDE SEARCH FOR NEXT CEO

*Early literacy nonprofit seeks visionary new leader to further growth and impact
on millions of young children and families*

BOSTON (Feb. 5, 2025) – [Reach Out and Read](#), the national nonprofit that fosters early literacy and strengthens family bonds by promoting shared reading in pediatric well-child care, announced it is launching an ambitious search for its next Chief Executive Officer. Current CEO Marty Martinez, who has led the organization over the past three years with a focus on growth, will step down March 24, and Chief Development Officer Erin Henry will step in as Interim CEO. Henry is a dedicated nonprofit leader with extensive experience in fundraising and organizational growth and has been instrumental in driving strategic initiatives that have expanded Reach Out and Read’s impact nationwide. The search for a new leader is now underway, ushering in a new chapter for the 36-year-old organization, which has helped millions of families deepen connections and foster language and literacy skills.

Reach Out and Read collaborates with 39,000 clinicians across the country to transform exam rooms into opportunities for meaningful family engagement. In FY24, the organization served 4.6 million children and families, using well-child visits to distribute not only 7.7 million books but also critical guidance around the importance of shared reading. The American Academy of Pediatrics recently endorsed the nonprofit’s evidence-based model in [a policy statement](#), recommending that clinicians incorporate early literacy into pediatric primary care and highlighting the crucial role shared reading plays in child development.

As Reach Out and Read embarks on this leadership transition, the nonprofit remains steadfast in its commitment to serve more children and families. Martinez’s departure comes at a time of remarkable growth and momentum, driven by a dedicated team and strong partnerships.

“Most of my career has focused specifically on improving the lives of those in my community, and the pull to make a direct, local impact has drawn me back to a role in Boston,” Martinez said. “It has been an honor to lead Reach Out and Read during this transformative time. I leave with full confidence in this team’s ability to sustain and build on our progress, fostering a better future for children and families nationwide.”

Since 2022, Reach Out and Read’s [Senior Leadership Team](#) and [Board of Directors](#) have worked with Martinez to secure historic funding and set the stage for significant expansion. In

2024, the nonprofit launched an [ambitious strategic plan](#) to more than double the number of children it serves. This vision has been fueled by unprecedented financial support, including an \$8 million donation from [philanthropist MacKenzie Scott](#), \$6 million from [the Valhalla Foundation](#), and more than \$3 million raised through the [2024 Holiday Impact Prize](#) — an initiative launched with recognition from Pulitzer Prize-winning journalist Nicholas Kristof in [the New York Times](#).

“On behalf of the Board of Directors, I want to thank Marty for his leadership over the last three years,” said Chair Dr. Trude Haecker. “Along with our senior team, staff, and Board, he has strengthened Reach Out and Read and set us on a course for continued growth. As we launch this search, we are well-positioned to use our decades of impact and recent successes to identify a visionary leader who will further elevate and amplify our reach. Our goals remain constant: to ensure that more families can access the joy and benefits of shared reading — and to create a world where every child has the relationships essential to learn and thrive.”

The search is focusing on finding a mission-driven CEO — with a track record of improving the futures of children and families — to collaborate with clinicians and staff as Reach Out and Read works to dramatically expand its footprint. The hiring committee is committed to a transparent and inclusive search, encouraging candidates from diverse backgrounds and lived experiences to apply.

For more information about Reach Out and Read, please visit reachoutandread.org.

###

About Reach Out and Read: As a 501(c)3 nonprofit, Reach Out and Read leverages the near-universal reach of the pediatric well-child visit to support caregivers in fostering healthy relationships with their young children through shared reading. In FY24, Reach Out and Read served more than 4.6 million children and provided 7.7 million free books across 9.3 million well-child visits. More than 70 percent of the children Reach Out and Read serves are from low-income families.

The only national pediatric literacy model endorsed by the American Academy of Pediatrics, Reach Out and Read serves children in every state across the U.S., through 6,500 clinics and the expertise of 39,000 clinicians. Recent research in a [peer-reviewed study published in Academic Pediatrics](#) confirms the program’s effectiveness in increasing the frequency of parental reading, which builds early language and literacy skills and strengthens family relationships.