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REACH OUT AND READ RAISES \$3.25 MILLION THROUGH NEW YORK TIMES HOLIDAY IMPACT PRIZE

Donations will provide books and literacy support to nearly 110,000 young children nationwide

BOSTON (March 3, 2025) – Reading aloud changes lives. Thanks to the overwhelming generosity of donors, nearly 110,000 children nationwide will gain access to books and the invaluable benefits of shared reading through a year of [Reach Out and Read](#). The national nonprofit, which incorporates early literacy and relationships into pediatric care, recently raised an astounding \$3,249,076 through the [2024 New York Times Holiday Impact Prize](#).

Created by Pulitzer Prize-winning journalist Nicholas Kristof, the Holiday Impact Prize highlights nonprofits “at the forefront of tackling some of the most pressing challenges in our society,” including health and education. The funding for Reach Out and Read helps close a major gap in early literacy: Only 37 percent of babies in the U.S. — and just 27 percent of those from low-income households — are read to daily. The nonprofit’s evidence-based approach addresses this gap by making books and literacy guidance an essential part of pediatric visits.

"Early childhood is the best time to offer a helping hand. It's so much more cost-effective to help kids develop on track, rather than to help them a few years later when they're behind and struggling," Kristof said. "Reach Out and Read focuses on children from birth, and it's a bargain — just \$30 per child per year! Holiday Impact Prize donors are offering seats on the magic carpet of reading to nearly 110,000 additional children across America, transporting them to lifelong success!"

Reach Out and Read partners with clinicians in all 50 states to integrate children's books and shared reading into well-child visits, helping parents and caregivers foster language and literacy skills while building strong, healthy relationships with their infants and young children. The nonprofit, which currently serves 4.6 million children a year, recently set an ambitious goal to double its impact — and reach 10 million children, half of the U.S. population from birth to age 5 by 2030.

"The success of our Holiday Impact Prize campaign underscores the transformative power of early literacy in shaping futures," said Reach Out and Read board chair Dr. Trude Haecker. "This generous funding enables us to reach more children — bringing the magic of books into the exam room, where clinicians encourage families to read together. Reach Out and Read offers not only books, but also the support children need to thrive."

Learn more about Reach Out and Read and contribute to their meaningful work at reachoutandread.org.

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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.