



WEST CHESTER PUBLIC LIBRARY
415 N. Church Street, West Chester, PA 19380
Literacy Heroes Contact: Megan Bowman
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www.literacyheroes.com

MEDIA ALERT

What: Sixth Annual Literacy Heroes Breakfast (www.literacyheroes.com)

When: Friday, April 8, 2011, 7:30 –9:30 a.m. (Doors open at 7 a.m.)

Who: Eight hometown heroes will be announced during *the Sixth Annual Literacy Heroes Breakfast*. Heroes will be recognized for their selfless actions to help champion the cause of literacy in the greater Philadelphia area. Names of the winners in eight separate categories will be revealed at the breakfast on April 8. Members of the press are invited and are encouraged to share these compelling stories of heroism that happen each and every day in our local community.

The event will be emceed by 6abc Action News Meteorologist [David Murphy](#). NY-Times Bestselling Author and former Philadelphia resident [Kelly Corrigan](#) is the event's Honorary Chairperson.

Currently more than 230 guests are scheduled to fill the regal Ballroom at Longwood Gardens as names are announced. Guests will include elected officials, corporate executives, award recipients, members of the community, and members of the media. The event's title sponsors include West Chester Public Library and Verizon.

Best Time for Photos:

David Murphy – After 7:55 a.m.

Award Presentations – 7:30- 9:30 a.m.

Staged Photos of Award Winners – 9:30-10 a.m.

Where: The Ballroom, Longwood Gardens, 1001 Longwood Road, Kennett Square, PA 19348.

Members of the press are asked to park in the Visitors Center Parking area, and check in at the designated check-in tables located in the Conservatory, directly outside the ballroom.

Why: Each and every day, ordinary people do extraordinary things to promote literacy in the Philadelphia area. This motivational morning will celebrate selfless acts of local residents and will feature moving human-interest stories of people helping people.

PRESS CREDENTIALS ARE REQUIRED. TO RESERVE A PRESS PASS, PLEASE CONTACT MEGAN BOWMAN, 610-662-6735 NO LATER THAN WEDNESDAY, APRIL 6, 2011. LOG ONTO WWW.LITERACYHEROES.COM FOR MORE INFORMATION. NAMES AND BIOGRAPHICAL OVERVIEWS OF THE WINNERS WILL NOT BE ANNOUNCED UNTIL THE MORNING OF THE EVENT. CDS WITH EVENT-RELATED INFORMATION, INCLUDING WINNER BIOS AND PHOTOS, WILL BE AVAILABLE FOR MEMBERS OF THE PRESS ON THE MORNING OF THE FUNCTION.

PRESS CONTACT:

NouSoma Communications, 610-458-1580

At event: 610-256-2946, ellen@nousoma.com

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