

From the University of Mississippi Medical Center Division of Public Affairs

ELI MANNING CHILDREN'S CLINICS PARTNER WITH SCHOLASTIC BOOK CLUBS' CLASSROOMS CARE PROGRAM TO SUPPORT LITERACY

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JACKSON, Miss. – Officials with the Eli Manning Children's Clinics at the Blair E. Batson Hospital for Children are proud to announce their partnership with Scholastic Incorporated in Scholastic Book Clubs' ClassroomsCare initiative, which brings one million books to children in need across the country. This year, Super Bowl MVPs Eli and Peyton Manning are joining the effort to get the word out to schoolchildren across America.

ClassroomsCare is a philanthropy-based literacy campaign that reinforces the importance of both reading and giving in school-age children. The program challenges participating classrooms to read 100 books, whether in the classroom, with their parents or on their own. Teachers also use lesson plans and activities available at <http://classroomscare.scholastic.com> to incorporate the program into their curriculum.

Scholastic tracks their progress online and when the goal is met, Scholastic Book Clubs will donate books to the Eli Manning Children's Clinics and other charity and literacy organizations. Throughout the year, clinic staff will provide the donated books to kids in preschool to middle school who in many cases would not otherwise have books of their own.

More than one million classrooms have participated in the ClassroomsCare challenge since its founding in 2001, helping Scholastic Book Clubs donate more than nine million books to kids.

"Children's Hospital is honored to be a part of this great program by Scholastic and looks forward to sharing the books we receive with our young patients," said Tena McKenzie, associate director of public affairs. "We also appreciate the support given by Eli and Peyton Manning to this program. Reaching out to our patients to help them improve their reading skills will ultimately help keep them healthy for life."

About Scholastic

Scholastic Corporation (NASDAQ: SCHL) is the world's largest publisher and distributor of children's books and a leader in educational technology and children's media. Scholastic creates quality educational and entertaining materials and products for use in school and at home, including children's books, magazines, technology-based products, teacher materials, television programming, film, videos and toys. The Company distributes its products and services through a variety of channels, including proprietary school-based book clubs and school-based book fairs, retail stores, schools, libraries, television networks and the Company's internet site, www.scholastic.com.

11/04/09

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The University of Mississippi Medical Center, located in Jackson, is the state's only academic medical center. University of Mississippi Health Care represents the clinical programs of the Medical Center and includes University Hospitals and Health System and University Physicians, the faculty group practice. UMMC encompasses five health science schools, including medicine, nursing, health related professions, dentistry and graduate studies, as well as the site where University of Mississippi pharmacy students do their clinical training. The Medical Center's threefold mission is to educate tomorrow's health-care professionals, conduct innovative research to improve human health, and to provide the highest quality care available to the state's citizens. A major goal of the Medical Center is the improvement of the health of Mississippians and the elimination of health disparities. For more information, contact the Division of Public Affairs at 601-984-1100 or visit us on the Web at <http://info.umc.edu/>.