

News Release

FIRST LADY OF SOUTH DAKOTA TO MAKE AN APPEARANCE IN NORTH SIOUX CITY TO SUPPORT "BOOKS FOR BUDDING BRAINS"

For immediate release (May 16th, 2012) In support of the BOOKS FOR BUDDING BRAINS book drive, First Lady of South Dakota Linda Daugaard, will be making a special appearance at the North Sioux City Library on Tuesday, May 22nd at 10:30am. The First Lady will participate in the Library's Story Time by reading to a group of preschoolers, and will then issue a proclamation about the importance of Literacy. BOOKS FOR BUDDING BRAINS, now in its fourth year, was conceived and created by Tony Olson, president of D2 in North Sioux City, with the media support of KMEG 14 and Fox 44 Television. This year's drive will conclude May 31st, and the First Lady's appearance is designed to give the drive's last week a boost.

Tony Olson, President, D2: "Books are a cornerstone for children. Reading is a foundation of a productive life.' First Lady Daugaard is building on the same foundation we are at D2 with Books for Budding Brains. We are honored to have her visit Siouxland and work with us on the future of our children."

KMEG 14 and FOX 44 have been proud to support the drive from its beginning, by producing and airing public service announcements and providing news coverage. KMEG 14 and FOX 44 Vice President and General Manager, Steve Scollard: "On an on-going basis we, as local television stations, support many local causes, charities and organizations in an effort to give back and support our Siouxland communities as much as we possibly can. Not to diminish any of those fine organizations that we work with, but once in a while you are presented with the opportunity to really make a difference on a fundamental level – and that's what Books for Budding Brains allows us to do. Is there anything more important than contributing to and supporting literacy and education for our young people? For us it's at the top of our list. We are proud of our association with Books for Budding Brains and hope that by putting books into the hands of young people, who might not otherwise have access to them, not only we are giving them an opportunity to grow educationally but also, hopefully, allowing them to transport themselves into the wonderful places that books can take us – from the Shire of the Hobbits to the deck of the Pequod in search of the great white whale. Truly a gift that gives for a lifetime."

For more information about Tuesday's Event or KMEG 14 and FOX 44, please contact Matt Rixner at MRixner@KMEG.com

For more information about D2, please contact Tony Olson at Tony.Olson@D2Worldwide.com

For more information about the North Sioux City Public Library, please contact Deb Matthys at Deb.Matthys@NorthSiouxCity-SD.gov