

Media Contact

Callanan & Klein Communications
Jennie Freedman / 617.431.1173/ jennie@callananklein.com

YOGIBO AND DEPENDABLE CLEANERS TO HOST LOCAL CHILDREN'S AUTHOR READING SERIES JUNE 4- JULY 9, 2011

Series Supports Dependable Cleaners Annual "Read to Ride" Community Program

Quincy, MA (May 31, 2011) -- Dependable Cleaners, a family-owned dry cleaner based in Quincy, MA, will partner with Yogibo, a lifestyle lounge bag company at the South Shore Plaza, to create a series of in store reading events with some of the most exciting local children's authors – helping to bring together children from across the region and to get everyone excited about reading together.

From 9:30-10:30 a.m. every Saturday from June 4 to July 9 (with the exception of July 2), a local children's author will be at the Yogibo store at the South Shore Plaza (250 Granite Street, Braintree, MA) for a live reading of one of their books. Parents and kids are encouraged to attend the events together, meet the authors and share in the love of reading a great book.

The reading series is part of Dependable Cleaners' *Read to Ride* program. For the last twelve years, Dependable Cleaners has sponsored this community- based program designed to incentivize children to read during the summer. *Read to Ride* provides children aged 6-15 the chance to win a bike and helmet for every book they complete within the weeks of the program. Since 1994, area children have read more than 58,000 books through the *Read to Ride* program.

The Summer Reading Series includes

- June 4 Kathleen Deady It's Time! and All Year Long
- June 11 Mark Binder Stories for Peace, The Bed Time Story Book and It Ate My Sister.
- June 18 Ralph Masiello The Icky Bug Alphabet Book, The Yucky Reptile Alphabet Book, and The Flag We Love
- **June 25 Carol Dee -** Thru the Chairs, Margaret and the Bully
- July 9 Beth Raisner Glass Blue Ribbon Dad and Noises at Night

The Read to Ride at Yogibo Reading Series is free and open to the public, and another way Dependable Cleaners contributes to fostering a love of reading among children, starting at a young age.

For more information on the series and on Read to Ride visit www. DependableClenaers.com or ask the team at Yogibo located at the South Shore Plaza and Natick Collection