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# Pumpkinheads Teams Up with Celebrities to Donate Books to Raising a Reader

Award-winning children's book author on a mission to raise awareness about the importance of early childhood literacy.

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**PARKLAND, FL, January 30, 2014 /24-7PressRelease/** -- Karen Kilpatrick, the creator of the award winning book series, Pumpkinheads, teamed up with celebrities such as Larenz Tate, Scott Wolf, Kym Whitley, Vanessa Simmons and others to raise awareness of the importance of childhood literacy. Initiated with a Twitter campaign at a pre-Golden Globes celebrity gifting event, Pumpkinheads and celebrity partners were able to spread the word about Raising a Reader, a national non-profit organization

dedicated to improving literacy in communities that need it most. For every Tweet, Pumpkinheads pledged to donate more books to Raising a Reader, with a final total of close to 450 books donated.

"I am so pleased that we were able to donate so many books to such an incredible organization. It was exciting to see the Twitter and Instagram responses to the campaign. We were also able to donate a number of celebrity and author signed books to Raising a Reader. I hope that in our own small way we were able to help some children discover the joy of reading," remarked Karen Kilpatrick.

Pumpkinheads is consistently searching for opportunities to promote early childhood literacy on both a local and national level.

### About Pumpkinheads

Pumpkinheads is an award-winning picture book series that focuses on emotional/social development and character education. Pumpkinheads aims to help children develop as their best selves, and discover their own unique place in the world. ([www.pumpkinheads.com](http://www.pumpkinheads.com))

### About Raising a Reader

Raising A Reader (RAR) is a national nonprofit organization that has helped families successfully build and sustain literacy routines in their homes since 1999. RAR operates through a robust network of over 2,500 community partners (including school systems, libraries and community agencies) across 32 states. Last year, the organization served 118,000 children and families, nearly 75% of whom lived at or below the poverty level, and more than

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half of whom were English language learners. Since its inception RAR has reached over 800,000 children throughout the country. ([www.raisingareader.org](http://www.raisingareader.org))

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