



**FOR IMMEDIATE RELEASE**

**Contact:**

Max Rodriguez  
[mrod@gbr.com](mailto:mrod@gbr.com)  
914.231.6778

Joe Rogers, Jr.  
[jrogers@totalequitynowharlem.org](mailto:jrogers@totalequitynowharlem.org)  
646.543.5695

**HARLEMITES, EAST TO WEST, TAKE TO THE STREET FOR THE FIRST ANNUAL  
“LITERACY ACROSS HARLEM” MARCH, BOOK SWAP, AND COMMUNITY CELEBRATION**

**June 14, 2012 -- Harlem, NY** -- On Saturday, July 21, the **Harlem Book Fair** and **Total Equity Now** will unite residents of East, Central, and West Harlem for the first annual “**Literacy Across Harlem**” march, book swap, and community-wide celebration of reading, writing, and the exchange of powerful ideas.

“Literacy Across Harlem” kicks off with community members rallying in three locations across 135th Street and converging at the Harlem Book Fair main stage for a book swap and community-wide celebration and renewal of Harlem’s legacy as world-renowned center of literacy. Participants will display their favorite recent or classic book on the walk to the main stage and bring a new or gently used book to swap or donate on site. All books, for teenagers and adults, will be donated to the Harlem YMCA Literacy Zone programs located in Central and West Harlem.

The “Literacy Across Harlem” march will serve as the start to a full day of literacy programming on West 135th Street and in the Countee Cullen Library presented by the Harlem Book Fair’s **Young Readers Pavilion**. Both children and adults will be able to sign up for, or renew, a library card at the Countee Cullen library, and literacy service providers will be on hand to share information about their ongoing and upcoming programs. Book give-aways will be held throughout the day. Key community partners confirmed to date include the **Schomburg Center for Research in Black Culture**, the **Harlem YMCA Literacy Zone** program, and the **Countee Cullen Library**.

“Total Equity Now has a vision for the wellness of Harlem that is rooted in the well-being of its children and residents. The Harlem Book Fair proudly supports TEN in its mission towards community empowerment through institutional collaboration and community mobilization around educational excellence and equity.”  
-- Max Rodriguez, Founder, Harlem Book Fair,

“TEN is honored to partner with the Harlem Book Fair (HBF). HBF, with its powerful, dynamic programming, builds upon and promotes our village’s rich identity as a nerve center of reading, writing, and exchanging important ideas.”  
-- Joe Rogers, Jr., Founder & Facilitator, Total Equity Now

“The Schomburg Center is the proud host of the Harlem Book Fair and, for the first time, “Literacy Across Harlem.” We congratulate Total Equity Now for celebrating books as well as inspiring youth and community literacy.”  
-- Clarisse Rosaz Shariyf, Programs Manager, Schomburg Center for Research in Black Culture

“The Harlem YMCA Literacy Zone is excited to partner with Harlem Book Fair and Total Equity Now and to be a part of this powerful event which will re-ignite a passion for reading and demonstrate the importance of a lifelong pursuit of learning.” -- Thalia Kwok, Program Coordinator, Harlem YMCA Literacy Zone

**The Harlem Book Fair** was founded as a community forum for African American readers to discover, experience and celebrate African American history and culture through books. HBF now draws over 50,000 attendees across the country, with an additional viewership of over 15 million via C-SPAN’s Book TV.

**Total Equity Now (TEN)** empowers Harlemites as active participants and decision makers in advancing educational excellence and equity across our village by facilitating education information sharing, community organizing, youth civic leadership development, and community-based policy research.

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