



KAREN NEUBURGER®

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**KN Karen Neuberger® Partners with Famed Children’s Author Laura Numeroff to Promote Family Literacy and Raise Funds for First Book**

*National survey finds time-honored tradition of reading to children at bedtime is fast fading; nearly half of U.S. parents admit to reading less often to their children than their parents read to them*

(San Rafael, Calif. – November 28, 2007) In celebration of National Family Literacy Day® held each year in November, the KN Karen Neuberger® lifestyle brand has teamed up with beloved children’s author Laura Numeroff (*If You Give a Mouse a Cookie* and the *If You Give ...*™ book series, illustrated by Felicia Bond) to promote children’s literacy and raise funds for First Book®, a national children’s literacy organization that provides new books to children from low-income families.

As part of the joint promotion, Numeroff will participate in events throughout November and December to speak on “Books at Bedtime” and promote a collection of KN holiday-themed pajamas – including a Mommy & Me mouse-print pajama gift set inspired by the *If You Give a Mouse a Cookie* book illustrations – whose sales benefit First Book. This year, each Mommy & Me set of mouse pajamas is packaged with a copy of the celebrated book. In Chicago, Numeroff will appear at a milk and cookies pajama party for children at Nordstrom located at the Oak Brook Center in Oak Brook, Illinois, a suburb of Chicago on Wednesday, Nov. 28, 2007, from 4 – 5:30 p.m. The event will include a special reading from Numeroff’s published treasury, “Mouse Cookies & More,” along with crafts, refreshments and the opportunity to take photos with characters from her books.

In an effort to spotlight the need for children's literacy development in the United States, KN commissioned Kelton Research, a leading public opinion company, to conduct a national family reading survey. With a focused sampling of American parents of children under age 18, the poll produced startling results. While most parents want to reconnect with their children at bedtime, many are not making time to read together. According to survey results, nearly half (46 percent) of parents believe this treasured family tradition is fading and admit to reading to their children less often than their own parents read to them when they were young.

"American families are in the fast lane," said Lisa Bazinet, vice president of marketing for KN Ltd. "I think parents are busier than in previous generations. In many households, both parents are working outside the home during the week and then shuttling kids to various sporting events and activities on the weekends. So when families do have a chance to wind down and spend time together, they are just too exhausted for bedtime stories."

In today's technology-dominated world, it's not surprising that the biggest culprit for the lack of bedtime reading is the television. More than two in five parents (42 percent) are more likely to watch television than read to their children before they put them to sleep. Further, 71 percent of parents say their children commonly watch television in the hour before they go to bed.

"Every parent knows how hard it is to provide time and resources for their kids, but for parents living in poverty, providing for basic needs like new books is even more difficult, said Kyle Zimmer, president and co-founder of First Book, a national children's literacy organization supported by the KN Karen Neuburger lifestyle brand. "First Book is striving to ensure that all children have access to their own new books and the educational opportunities they provide. We are so grateful to KN Karen Neuburger for helping to share the gift of bedtime stories with children who need them most."

"Supporting children's literacy not only gives our holiday pajamas a purpose, but supports family bonding and encourages language skills," said Bazinet. "Our products are about slowing down to savor the real joys in life, like reading to your young children."

KN Karen Neuburger® supports family literacy  
National survey about children and parent's bedtime reading habits

This is the second year that the KN Karen Neuburger lifestyle brand and popular children's author Laura Numeroff have come together to commemorate National Family Literacy Day and raise funds for First Book. The organization provides new books to children participating in community-based mentoring, tutoring and family literacy programs. To date, First Book has provided more than 50 million new books to children from families in need in thousands of communities nationwide.

With an emphasis on providing gifts that give back, KN Karen Neuburger offers consumers year-round access to a variety of pajamas, lounge socks and other comfy products that benefit charities including First Book, The Breast Cancer Research Foundation and WomenHeart. Many of the cause-related products featured online at [www.karenneuburger.com/booksatbedtime](http://www.karenneuburger.com/booksatbedtime) also are available at department stores, boutiques and specialty stores around the country.

For more information on the "Books at Bedtime" program, please contact Linda Landers at Girlpower Marketing ([www.girlpowermarketing.com](http://www.girlpowermarketing.com)), (949) 459-1416.

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### **About First Book®**

First Book® is a national nonprofit organization with a single mission: to give children from low-income families the opportunity to read and own their first new books. Through hundreds of local First Book Advisory Boards, the First Book National Book Bank, and the First Book Marketplace, the organization provides an ongoing supply of new books to children participating in community-based mentoring, tutoring and family literacy programs. First Book has provided more than 50 million new books to children from families in need in thousands of communities nationwide. For more information about First Book, please visit [www.firstbook.org](http://www.firstbook.org) or call (866) 393-1222.

### **About KN Karen Neuburger® (KN Ltd.)**

The KN Karen Neuburger® lifestyle brand is synonymous with comfort-inspired fashion and home merchandise. The brand's signature softness and quality can be experienced in heritage sleepwear and loungewear for the whole family, paper goods, crafting and memory products, sportswear and accessories, home collection, furnishings and décor. KN and KN Luxury Home™ products can be found in department stores, specialty stores and online at [www.karenneuburger.com](http://www.karenneuburger.com).

### **About Laura Numeroff**

Laura Numeroff is the national best-selling author of a number of books for children, including *If You Give a Mouse a Cookie*, *If You Give a Moose a Muffin*, *If You Give a Pig a Pancake* and *If You Take a Mouse to the Movies* from the *If You Give...*™ book series, illustrated by Felicia Bond; *The Chicken Sisters*, illustrated by Sharleen Collicott and *Laura Numeroff's 10-Step Guide to Living with Your Monster* illustrated by Nate Evans. For more information, visit [www.lauranumeroff.com](http://www.lauranumeroff.com) or [www.mousecookiebooks.com](http://www.mousecookiebooks.com).