



KAREN NEUBURGER®

**FOR IMMEDIATE RELEASE**

November 1, 2007

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## **Time-honored Tradition of Reading to Children At Bedtime is Fast Fading**

*A new survey finds that nearly half of American parents admit to reading less often to their children than their parents read to them*

(San Rafael, Calif. – November 1, 2007) In commemoration of National Family Literacy Day® held each year on Nov. 1, 2007 the KN Karen Neuburger® lifestyle brand has commissioned Kelton Research, a leading public opinion company, to conduct a national family reading survey in hopes of bringing more attention to the need for children's literacy development in the United States. The result, fewer families are making time to read together at bedtime.

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.

KN Karen Neuburger 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®. 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.

“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 Neuberger 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 Neuberger 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.”

Every pair of KN Karen Neuberger holiday-themed women and children pajamas sold will benefit First Book, a nonprofit organization that provides new books to children in need in thousands of communities nationwide.

The KN Karen Neuberger Family Reading Survey was conducted by Kelton Research among 400 parents of children under the age of 18 between August 27<sup>th</sup> and August 30<sup>th</sup>, 2007 using an e-mail invitation and an online survey. Quotas are set to ensure reliable and accurate representation of the total U.S. population of parents age 18 and above. For more information on the Family Reading Survey, 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 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 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 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 Neuberger® (KN Ltd.)**

The KN Karen Neuberger® 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.karenneuberger.com](http://www.karenneuberger.com).