



**FOR IMMEDIATE RELEASE**

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**Healthfirst and Reach Out and Read of Greater New York Read to Brooklyn Pediatric Patients in Celebration of Black History Month and Dr. Seuss' Birthday  
Featuring Special Guest Reader, Brooklyn Borough President Eric Adams**

BROOKLYN, NY, February 25, 2014 –Healthfirst and Reach Out and Read of Greater New York will sponsor a special reading event for pediatric patients on Friday, February 28 from 11:00am-12:00 noon at The Maimonides Newkirk Family Health Center in Brooklyn, NY (1401 Newkirk Avenue). Special guest reader, Brooklyn Borough President Eric Adams, will read children's stories to patients from books provided by the Reach Out and Read of Greater New York literacy program.

The event honors Black History Month, recognized during the month of February. It also honors Dr. Seuss' birthday which is Sunday, March 2. Dr. Seuss is the world-renowned author of children's books whose popular works include, "The Cat in the Hat". All children in attendance will receive a free donated book and a Dr. Seuss hat.

The Reach Out and Read of Greater New York program trains doctors and nurses to advise parents about the importance of reading aloud and provides free books to children at pediatric check-ups from 6 months to five years of age.

Healthfirst's support of Reach Out and Read of Greater New York enables the distribution of thousands of books to New York City's communities via select physician's offices, medical centers and hospitals throughout the metropolitan area.

"Healthfirst is dedicated to helping New York's children and families gain access to resources that provide kids with an early start for developmental learning, improved health and well-being by promoting family literacy," said Susan Beane, MD, Healthfirst Vice President and Medical Director. "We are proud to support Reach Out and Read of Greater New York and increase the literacy levels of our children – tomorrow's future leaders – in partnership with Maimonides Medical Center."

"Children have a better chance at succeeding in school when they have books at home and a family that makes reading a part of their daily routine," said Traci Lester, Executive Director of Reach Out and Read of Greater New York. "We are thrilled to partner with Healthfirst and Maimonides Medical Center to give thousands of Brooklyn families the books and guidance they need to start their kids down the path to academic success."

To learn more about the Reach Out and Read of Greater New York program, please visit [www.reachoutandreadnyc.org](http://www.reachoutandreadnyc.org). For more information on Healthfirst, please visit [www.healthfirst.org](http://www.healthfirst.org). To learn more about Maimonides Medical Center, please visit [www.maimonidesmed.org](http://www.maimonidesmed.org).

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**About Reach Out and Read of Greater New York**

**Reach Out and Read of Greater New York** partners with pediatricians to prepare children in New York's neediest communities for school. We provide free books and help parents make reading part of their family's daily routine in 200 hospitals and health centers throughout New York City, Long Island, and the Hudson Valley. For more information, visit our website: [reachoutandreadnyc.org](http://reachoutandreadnyc.org).

**About Healthfirst**

Established in 1993, Healthfirst is a not-for-profit managed care organization offering health insurance to individuals and families living in the New York metropolitan area. It provides a variety of low-cost or free government-sponsored health insurance, including New York State Medicaid, Child Health Plus, and managed long term care, as well as Medicare Advantage. It is also a Qualified Health Plan on the New York State of Health: The Official Health Plan Marketplace. For more information, visit the company's websites at [www.healthfirst.org](http://www.healthfirst.org) and [www.healthfirstnj.org](http://www.healthfirstnj.org).

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