



COMUNIDADES LATINAS  
UNIDAS EN SERVICIO

**FOR IMMEDIATE RELEASE:**

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**CLUES AND TARGET TO HOST *BOOK FIESTA!*  
A MULTICULTURAL AND MULTILINGUAL LITERACY EVENT FOR ALL FAMILIES**

*Saint Paul and Minneapolis, April 28, 2011* – Comunidades Latinas Unidas En Servicio (CLUES) is pleased to announce that it will host *Book Fiesta!* a multicultural and multilingual literacy event for parents and children to promote reading and life-long literacy skills. The event will take place on Friday, April 29, 2011 from 12:00 p.m.-6:00 p.m. at CLUES – Minneapolis: 720 East Lake Street and Saturday, April 30, 2011 from 9:00 a.m.-3:00 p.m. at CLUES – St. Paul: 797 East Seventh Street.

Sponsored by Target and in collaboration with Comcast, Frito-Lay, Minnesota Children's Museum, Twin Cities Public Television, the Minneapolis Public Library, the Saint Paul Public Library, The Science Museum of Minnesota, and The Consulate of Mexico in Saint Paul, the *Book Fiesta!* features multilingual storytimes for children, interactive games and learning activities, and the distribution of free books written in a variety of languages. The event also provides quiet reading areas for families as well as the opportunity to obtain a library card. Snacks and beverages will be provided courtesy of Frito-Lay. Target, Comcast, and community volunteers will read stories, conduct games and learning activities, and distribute books to attendees. Commissioner Rafael Ortega will also be in attendance on Saturday, April 30.

"Target is honored to partner with CLUES to carry out this unique and inclusive literacy event," says Laysha Ward, president of Target Community Relations. "At Target, we focus our giving on helping more U.S. students read proficiently by the end of third grade. We are proud to sponsor this event, donate books and provide Target volunteers as part of our commitment to education and diversity."

Comcast will also partner with CLUES to provide employee volunteers, books, and materials for the Saturday, April 30 *Book Fiesta!* to mark the tenth anniversary of *Comcast Cares Day*, the company's national day of service. "Our employees are excited to volunteer with CLUES as a part of *Comcast Cares Day*. CLUES' mission and programs greatly contribute to the stability and health of our communities," says Mary Beth Schubert, Comcast's vice president of corporate affairs.

"On behalf of CLUES, we are grateful to our corporate and community partners for their generosity and support of *Book Fiesta!*" states Jesse Bethke Gomez, President of CLUES. "This event encourages early literacy, parental engagement, and love of reading for people of all ages and ethnicities."

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**About CLUES**

CLUES is in its 30th year of service to the community and is among the top twenty-five Hispanic non-profit agencies in the United States, as ranked by Hispanic Business Magazine. The agency provides a family-centric, coordinated care model of linguistically appropriate and culturally competent services to Latino and other diverse communities in Minnesota. The divisions of CLUES include: Mental Health Services; Chemical Health Services; Family Services; Economic Advancement Services; Aging Well Services; and Community Health Worker Services.