



Contact:	Heather Mompean
Phone:	209.937.7452

THE BIG READ 2010
Stockton-San Joaquin County Public Library
605 N. El Dorado St.
Stockton, CA 95202
http://www.stockton.lib.ca.us
(209) 937-8221 (Stockton)
(866) 805-7323 (READ) (County)
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FOR IMMEDIATE RELEASE

STOCKTON-SAN JOAQUIN COUNTY PUBLIC LIBRARY PRESENTS
THE BIG READ 2010

We encourage all residents of San Joaquin County to read and celebrate Call of the Wild by Jack London during this years The Big Read celebration

February 17, 2010—Stockton, CA – Stockton-San Joaquin County Public Library announced today that it has received a grant from the National Endowment for the Arts to host The Big Read in San Joaquin County. The Stockton-San Joaquin County Public Library is one of 208 libraries, municipalities, and arts, culture, higher education, and science organizations to receive a grant to host The Big Read. The Big Read gives communities the opportunity to come together to read, discuss, and celebrate one of 23 selections from American and world literature. The Big Read 2010 will focus attention on the classic Call of the Wild by Jack London. A variety of programs will take place from April 17, 2010 through May 30, 2010 in celebration of this great American novel.

“We are pleased to team up with the National Endowment for the Arts to invite the entire community to participate in The Big Read, a campaign geared towards bringing people together to share classic literature and understand how themes from these literary works of art are still relevant today. In honor of this campaign, the Library will host a series of events for the entire community to enjoy,” said Pamela Sloan, Director of Community Services. “We will have events for all ages from young children to adults. Programs will include book discussions, musical performances, and the chance to meet an actual dog sledding team. We are excited about this Library campaign that will inspire people to read and discuss literature!”

The Stockton-San Joaquin County Public Library was selected to receive The Big Read grant to promote and carry out community-based reading programs featuring activities such as book discussions, author talks, movie screenings, and educational arts events. The Library also received high-quality, free-of-charge educational

materials to supplement each title, including Reader's, Teacher's, and Audio Guides. These items are currently being shared out with local book groups and teachers to reach teen and adult audiences.

"With this latest round of grants, I am proud to say that The Big Read has supported more than 500 public library partnerships," said Anne-Imelda M. Radice, Director of the Institute of Museum and Library Services, the NEA's lead federal partner for The Big Read. "Through this program, public libraries continue to demonstrate their value in communities as centers of engagement, literacy, and lifelong learning. I am particularly delighted by the innovative public programming born out of library and museum collaborations."

The Big Read is an initiative of the National Endowment for the Arts designed to restore reading to the center of American culture. The NEA presents The Big Read in partnership with the Institute of Museum and Library Services and in cooperation with Arts Midwest. Support for The Big Read is provided by the W.K. Kellogg Foundation.

The Stockton-San Joaquin County Public Library is a library system comprised of 13 branch libraries and 2 mobile vehicles that serve residents throughout Stockton and the San Joaquin County. The Cesar Chavez Central Library is located at 605 N. El Dorado Street. For more information about the Stockton-San Joaquin County Public Library call (209) 937-8221 (Stockton), or San Joaquin County wide toll free at (866) 805-7323 (READ). Visit the Library's website at www.stockton.lib.ca.us.

*The Stockton-San Joaquin County Public Library's Big Read programming has been coordinated through the efforts of **The Big Read committee** representing both library staff and community members. Special thanks to current committee members Suzy Daveluy, Peaches Ehrich, John Esquivel, Vince Perrin, Alicia Reynolds, Paul Sevilla, and Susan Spracher.*

*The Big Read is co-sponsored by the generosity of the **Friends of the Stockton Public Library** and the **Library & Literacy Foundation for San Joaquin County**. These two organizations are invaluable to the success of the Library. Their charity and support of literacy are appreciated by the Stockton-San Joaquin County Public Library.*

*The **National Endowment for the Arts** (NEA) is a public agency dedicated to supporting excellence in the arts, both evolving and established. Established by Congress in 1965 as an independent agency of the federal government, the Arts Endowment is the nation's largest annual funder of the arts, bringing great art to all 50 states, including rural areas, inner cities, and military bases, and providing leadership in arts education. For more information, please visit www.arts.gov.*

*The **Institute of Museum and Library Services** is the primary source of federal support for the nation's 122,000 libraries and 17,500 museums. The Institute's mission is to create strong libraries and museums that connect people to information and ideas. The Institute works at the national level and in coordination with state and local organizations to sustain heritage, culture, and knowledge; enhance learning and innovation; and support professional development. For more information, please visit www.imls.gov.*

Arts Midwest connects people throughout the Midwest and the world to meaningful arts opportunities, sharing creativity, knowledge, and understanding across boundaries. Arts Midwest connects the arts to audiences throughout the nine-state region of Illinois, Indiana, Iowa, Michigan, Minnesota, North Dakota, Ohio, South Dakota, and Wisconsin. One of six non-profit regional arts organizations in the United States, Arts Midwest's history spans more than 25 years. For more information, please visit www.artsmidwest.org.

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PROGRAM HIGHLIGHTS FOR 2010

Big Read Kickoff & Book Giveaway at Chavez Library Saturday, April 17, 12:00 p.m., Cesar Chavez Central Library

A day of celebration, as the third annual Big Read in Stockton and San Joaquin County kicks off. This event begins at noon with the Sierra Nevada Dog Drivers, featuring actual working sled dogs. Learn how "dog drives" are carried out today and the astonishing dedication of these special animals. Their work ethic and equipment will be discussed. After the Dog Drivers presentation, children will take part in a wolf craft/art program in the Children's Room. After the craft, children will receive the book *Balto*, the legendary story of the part-husky/part-wolf sled dog that braved severe blizzard conditions to deliver antitoxin serum to a remote Alaskan village in 1925. Festivities surrounding the chosen book, Jack London's *The Call of the Wild*, continue with the Sacramento Banjo Band from 2-4 p.m. on Ola's Porch. The group plays 4-string banjos with clear melody supported by strummed chords, as one would expect to hear on a riverboat or in Dixieland jazz bands.

"The Hairy Scary Travels of Mr. Wolf" Puppet Show Monday, April 19, 3:30 p.m., Escalon Branch Library Thursday, April 29, 3:30 p.m., Ripon Branch Library Thursday, May 6, 4:00 p.m., Tracy Branch Library Wednesday, May 12, 6:00 p.m., Cesar Chavez Central Library

As part of the Library's Big Read program, several libraries will host a special puppet show for children. "The Hairy Scary Travels of Mr. Wolf" stars a wolf who takes issue with the way wolves are depicted in several classic children's stories. Children will enjoy seeing the wolf try to argue his side of the stories! After the puppet show, children will enjoy craft related activities.

Asparagus Festival with the Stockton Arts Commission Friday, Saturday & Sunday, April 23, 24 & 25, Downtown Stockton

Details on programs planned for The Big Read will be offered by the Stockton-San Joaquin County Public Library throughout the three-day festival at the Stockton Arts Commission booth. Readers' Guides on *The Call of the Wild* will also be offered.

Cinema and Literacy Day Saturday, May 1, time TBD, Empire Theatre, 1825 Pacific Ave., Stockton

The San Joaquin Film Society joins the Library in honoring *The Call of the Wild* and The Big Read with illuminating screenings of new, innovative, and celebrated feature and short films, along with guest directors and creative conversations. Books and Readers' Guides will be available to attendees. (Tickets and passes to be announced – visit www.readsanjoaquin.org for details)

Author Simon Wood and Mountain Man Bob Shannon discuss Jack London and Yukon Life
Wednesday, May 5, 7 p.m., Odd Fellows Hall, 1200 N. Center St., Stockton
Wednesday, May 5, 3 p.m., Linden Branch Library (Author Simon Wood only)
Saturday, May 15, 2 p.m., Tracy Branch Library (Author Simon Wood only)

Charity Lodge No. 6, Independent Order of Odd Fellows, and the Stockton Corral of Westerners will host this free event. Wood, a prolific Bay Area writer, will share his views on *The Call of the Wild* and the enduring popularity of Jack London. Shannon, a Stocktonian who appears as a Mountain Man for school and club educational programs, will speak on the rough Klondike life and display furs, bear claws, and weapons. Books and Readers' Guides will be available to attendees.

"The Radical Jack London" presentation by Jonah Raskin
Saturday, May 22, 2 p.m., Cesar Chavez Central Library

The Sonoma State University professor, and editor of the book *The Radical Jack London: Writings on War and Revolution*, will give a lively discussion of London's "other side." *The San Francisco Chronicle* called the book "A near-perfect selection of Jack London's radical writings. All of London's important political tracts are here." Amazon.com adds: "Raskin lays out the social, economic, and political contexts of London's polemical writings and shows London to be America's leading revolutionary writer at the turn of the twentieth century." Copies of the *The Call of the Wild*, Readers' Guides, and other materials will be available to interested participants.

"Call of the Wild: The Life of Jack London," by Live Oakes Educational Theater
Saturday, May 29, 1:00 p.m., Stockton Civic Theatre, 2312 Rosemary Lane, Stockton, CA

The Big Read's culminating event features a two-hour performance, during which actor/scholar Michael Oakes tells the greatest story Jack London ever wrote: his own life. From the age of nine, London toiled as a "wage-slave" factory worker, oyster pirate, sailor, writer, and rancher. In his 40 short years, London roamed the globe from the Klondike to the South Seas, and Asia. He twice ran for mayor of Oakland, and was recruited as a presidential candidate.