



PRESS CONTACT:
Emily Moberly
760-688-6251
emily@travelingstories.org

For immediate release

KIDS FREE AT THE 2ND ANNUAL WALK FOR LITERACY ON OCT. 7

San Diego, Ca. - (August 28, 2023) - Chollas Lake Park is sure to feel more magical on the morning of October 7 when San Diegans, dressed as their favorite story characters, take to the dirt path in participation of the 2nd annual Walk for Literacy presented by Traveling Stories.

The Walk for Literacy is a family and pet-friendly costume walk aimed to celebrate the power of stories and raise awareness for local resources.

Last year the event attracted nearly 200 participants including Pete the Cat, Thing 1 and Thing 2, Waldo, Harry Potter, and one of the Teenage Mutant Ninja Turtles! Traveling Stories hopes that more families will attend this year and can't wait to see all of the costumes.

The Walk will take place at Chollas Lake Park (6350 College Grove Dr, San Diego, CA 92115) on Saturday, October 7, 2023. Registration will open at 9am and the walk around the lake (0.8 mile) will begin at 9:30am. The Kids Zone and Resource Fair will open at 10am.

Rosa Leon attended last year's Walk for Literacy with her son Aaron. She said her family is looking forward to attending the event again this year. "I loved how kid-friendly the event was and how each kid was able to dress up as their favorite character and visit all the fun booths," Leon said. "I think events like this are so

positive and needed in our community. It is not only promoting and encouraging kids to read but also teaching them to love to read and have fun while doing it.”

This year, in the Kids Zone, children will be able to get their face painted by Little Face Creations by Liz, design their own planter, invent a new creation in the builder station, and more! Every child will receive a new children’s book to take home.

The Resource Fair will feature local vendors including Joyride Bookshop, Mr. Ryan's Music, Storiology, Reading Reach and Madison Williams Youth Tennis & Learning. To learn more about becoming a vendor, visit www.travelingstories.org/walk-for-literacy.

Key sponsors for the Walk for Literacy include Local Umbrella Media, the San Diego Commission for Arts and Culture, First 5 San Diego, North Hills Pediatric Dentistry, North Island Credit Union, and the San Diego Council on Literacy.

Tickets are required for all Walk participants but children 12 and under are free. Tickets may be reserved online at www.travelingstories.org/walk-for-literacy. Early bird tickets are \$20 for ages 13 and up, but prices will increase to \$25 on September 7th. Tickets will be available for purchase at the Walk day-of for \$35. Attendees may opt to participate virtually if they are not able to attend in person.

Proceeds from the Walk for Literacy will support Traveling Stories, a San Diego-based nonprofit that helps children build confidence and strong reading skills by the 4th grade.

From birth to third grade students learn how to read. From 4th grade on students read to learn. Sadly, only 53% of 4th grade students at San Diego Unified Schools met or exceeded grade level reading standards in 2021-22 (EdData.org). Students who can’t read at grade level by the 4th grade are up to 15 times more likely to drop out of school.

Traveling Stories is addressing this critical problem and helping students thrive by making one-on-one reading support and mentorship accessible to students in

1st-3rd grade. The organization's Virtual StoryTent program served over 200 children this year and helped many increase their reading skills, confidence, and interest in reading. In order to serve more children, Traveling Stories seeks volunteers ages 15 and up to volunteer as Reading Mentors next year. To learn more, visit www.travelingstories.org/volunteer.

"The Walk for Literacy is our biggest event of the year," said Emily Moberly, Traveling Stories Founder/CEO. "We are excited to connect in person with so many San Diegans to celebrate the joy and power of stories!"

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ABOUT TRAVELING STORIES

Traveling Stories is a 501c3 nonprofit organization based in San Diego that exists to empower students to achieve their dreams. Through its Virtual StoryTent program, the organization matches students in 1st-3rd grade with trained reading mentors for weekly one-on-one reading sessions via video. Through its Pathways to College and Career Internship, the organization helps youth ages 15-20 build leadership and job readiness skills. Since it was founded in 2010, Traveling Stories has impacted over 7,000 children in San Diego County. To learn more about the organization's programs and volunteer opportunities, visit www.travelingstories.org.

LINK TO WALK FOR LITERACY MEDIA FOLDER: [LINK](#)

Includes:

- TS logo file
- Pictures of 2022 Walk for Literacy event by Shelley Metcalf
- 2023 WFL ad and poster