

**ATTN: NEWS ASSIGNMENT DESKS/PHOTO EDITORS
EXCELLENT VISUALS, PHOTOS & B-ROLL OPPORTUNITIES**



**MEDIA ADVISORY FOR
Wednesday, March 2nd**

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NEA's Read Across America Reading Tour to Land in San Diego

*San Diego one of six stops on NEA's 19th Read Across America Day sponsored by Southwest Airlines,
official airline of Read Across America*

The National Education Association (NEA) is taking flight with Southwest Airlines for this year's annual Read Across America (RAA) Reading Tour and is landing in San Diego on Dr. Seuss' birthday!

The tour will visit San Diego Humane Society to feature the new Dr. Seuss book *What Pet Should I Get?* Since 1880, San Diego Humane Society has provided vital services by sheltering and adopting animals, providing positive reinforcement training classes, investigating animal cruelty and neglect, and presenting education programs for youth and adults. During the event, hundreds of students from Rolando Elementary will be treated to a Seuss-tastic treat of readings, activities, and entertainment, as well as a special visit from the Cat in the Hat and his friends, Thing 1 and Thing 2. National, state and local education leaders will participate and the students will learn about pet responsibility as well as visit with many of the pets at the shelter. All of the children will be wearing the Cat-in-the-Hat's trademark red and white stove pipe hat.

Southwest Airlines is the official airline of NEA's Read Across America, the annual celebration of reading that honors the March 2nd birthday of Theodor Seuss Geisel, known as Dr. Seuss. This year marks the 19th national Read Across America celebration and includes a six-city reading tour. The program engages an estimated 45 million educators, parents, and students nationwide. The award-winning program is sponsored by NEA and Dr. Seuss Enterprises, L.P.

WHO: NEA Vice President Becky Pringle
President at Dr. Seuss Enterprises
California Teachers Association Vice President Theresa Montano
San Diego Humane Society
Hundreds of local elementary schoolchildren
Cat in the Hat, courtesy of Dr. Seuss Enterprises, L.P.

WHY: NEA is flying the skies with Southwest Airlines with a message: Read, read, read! Students who read—and are read to—do better in school and in life. San Diego, the birthplace of Dr. Seuss, is one stop on NEA's six-state reading tour.

WHEN/WHERE: San Diego Humane Society
5500 Gaines Street

San Diego, CA 92110

Wednesday, March 2nd, 2016
10a.m.

To find out more about other stops on the Read Across America Reading Tour and for the most up-to-date information on Seuss-tastic activities happening coast-to-coast, visit **nea.org/readacross**. Follow **#readacrossamerica** on Twitter.

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The National Education Association is the nation's largest professional employee organization, representing nearly 3 million elementary and secondary teachers, higher education faculty, education support professionals, school administrators, retired educators, and students preparing to become teachers.