

FOR IMMEDIATE RELEASE

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Florida Companies Give Back to Support Aspiring Young Readers

Alachua County, Fla. – This holiday season, companies throughout Florida are giving back to the community by supporting New Worlds Reading: Florida’s free at-home literacy program to help eligible VPK through 5th grade students in Florida bolster literacy skills, build reading confidence, and foster a lifelong love of reading. Tax-credit donors like Florida Power & Light and Southern Glazer’s Wine & Spirits are investing their state taxes in New Worlds Reading to support striving young readers.

“We are proud to support New Worlds Reading and its mission to enhance education through literacy. We strongly believe that fostering a love for reading is key to empowering the next generation with knowledge and imagination,” said Pam Rauch, Vice President of External Affairs & Economic Development at Florida Power & Light. “By supporting New Worlds Reading, FPL is making a meaningful impact in our communities, helping to cultivate a lifelong passion for learning and encouraging students to explore new realms through the power of books.”

“At Southern Glazer’s Wine & Spirits, we know education leads to opportunity, and we are proud to support the New Worlds Reading Initiative’s mission to help children reach their full potential,” said Steven Becker, Executive Vice President, Treasurer & Compliance, Southern Glazer’s. “We have supported this initiative since its inception and look forward to continuing for many years to come.”

Corporate taxpayers can receive a dollar-for-dollar credit against select Florida taxes when they make monetary contributions to the University of Florida Lastinger Center for Learning, who administers the New Worlds Reading Initiative. If your organization is interested in becoming a New Worlds Reading supporter, contact David Bryant, Development Director for New Worlds Reading at (813) 389-6234 or David.Bryant@coe.ufl.edu. Learn more at www.newworldsreading.com/fl/en/donations.html.

Current tax-credit supporters of New Worlds Reading include:

- American Income Life
- Bridgefield Casualty Insurance Company
- Charter Communications
- Duke Energy
- Florida Power & Light
- Great American Insurance Company
- HCA Healthcare
- Hendry Energy Services
- Sonoco
- Southern Glazer’s Wine & Spirits
- Southern Eagle Distributing
- TD Synnex
- Tampa Electric Company
- Tropical Shipping
- Universal Property & Casualty Insurance Company
- Walmart

About New Worlds Reading

New Worlds Reading is Florida's free at-home literacy program to help eligible VPK through 5th grade students in Florida bolster literacy skills, build reading confidence, and foster a lifelong love of reading. Each month during the school year, eligible kids receive a free book tailored to their interests with resources and activities for caregivers and children to use together. New Worlds Reading is administered by the UF Lastinger Center for Learning. Book titles are selected in partnership with the Florida Department of Education and Scholastic. Books and materials are available in English, Spanish, Haitian Creole, and braille. Learn more at www.newworldsreading.com.

About the UF Lastinger Center for Learning

The UF Lastinger Center for Learning researches, develops, and scales equitable educational innovations for adults and children that put all learners on trajectories for lifelong success. With a portfolio ranging from early learning and literacy to mathematics and technology, the center supports transformative, sustainable change in collaboration with educators and other stakeholders in Florida, across the country, and around the world. Three strategic goals guide the center's work: optimizing impact on teaching and learning, enhancing the scale of the center's work and achieving long-term sustainability. To learn more about the Lastinger Center, please visit <https://lastinger.center.ufl.edu/>.

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