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Press Release

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Fresno County Public Library and First 5 Fresno County Promote Baby's First Library Cards

Fresno County Public Library and First 5 Fresno County are partnering to get library cards into the hands of Fresno county's youngest residents. Every newborn will go home with a ***Baby's First Library*** card from the Fresno County Public Library. First Five's *Welcome Baby* program promotes breastfeeding as baby's first, most important food and emphasizes the need for parents to start early childhood literacy as soon as their child is born. This library card is specifically designed for babies from newborn up to 35 months and can be activated when brought into any of the Fresno County Library branches.

Baby's First Library Card is part of an initiative to introduce families to reading as a lifelong practice. Literacy is important for all stages of childhood development, including infancy. Children who are read to will remember more words and sounds than those who do not, and studies show such reading will improve future literacy.

"Introducing literacy at the earliest stages of life will prepare a child for a lifelong love of reading and an ongoing quest for knowledge," states County Librarian, Laurel Prysiazny.

"It's never too early to start reading to your baby. The Baby's First Library Card in our Welcome Baby Bags is another tool to encourage reading from day one," states First 5 Executive Director, Emilia Reyes.

For more information about other Library programs, services, and specific branch hours, please go to www.fresnolibrary.org or call the Library at (559) 600 – READ (7323).

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