

benefiting  
The Barbara Bush Foundation for Family Literacy and  
The Barbara Bush Texas Fund for Family Literacy

**THURSDAY, APRIL 19, 2012**

The Hobby Center - Houston, Texas

Barbara Bush announces an evening of readings by best-selling authors:

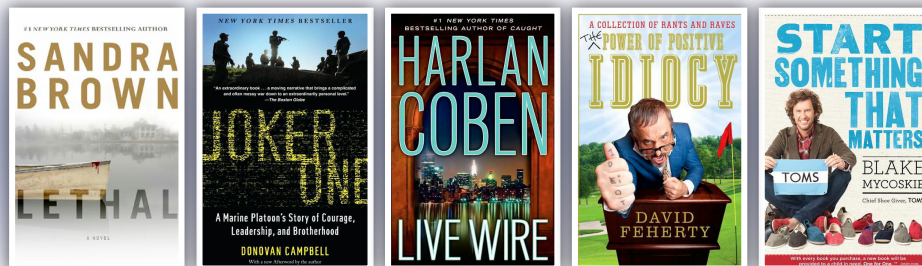
**SANDRA BROWN** is the author of fifty-nine *New York Times* bestsellers, all having jumped onto the *Times* Bestseller List in the #1 to #5 spot. In 1992, she had three on the list at the same time, joining the exclusive club of Stephen King, Tom Clancy, J. K. Rowling, and Danielle Steel. Sandra's newest bestseller, *Lethal*, exposes a web of FBI corruption and depravity that threatens not only the heroine and her daughter, but the fabric of society.

**DONOVAN CAMPBELL** was awarded the Combat Action Ribbon and a Bronze Star with Valor for his time in Iraq. His best-selling novel, *Joker One: A Marine Platoon's Story of Courage, Leadership and Brotherhood* is the extraordinary story of one Marine platoon's brotherhood, honor, and sacrifice during Iraq's battle of Ramadi. Thrillingly told by the man who led the unit of hard-pressed Marines, *Joker One* is a gripping tale of a leadership and loyalty.

**HARLAN COBEN** enjoys frequent top spots of bestseller lists worldwide, with his last four consecutive novels, *Live Wire*, *Caught*, *Long Lost* and *Hold Tight* having debuted at #1 on the *New York Times* Bestseller List. His first young adult novel *Shelter* was just released as a spin-off from his infamous Myron Bolitar series for adults. *Live Wire* is Harlan's latest Bolitar novel that exposes Myron's past and family as unknowing participants in a story of murder and intrigue.

**DAVID FEHERTY** retired from a successful professional golf career in 1997 as a regular on the European Tour, with 10 victories worldwide and over \$3 million in prize money. Thanks to his sharp wit and colorful personality, David has become one of golf's favorite announcers. He is the author of six books, all "choked full with belly-busting humor," including his latest bestseller, *The Power of Positive Idiocy*.

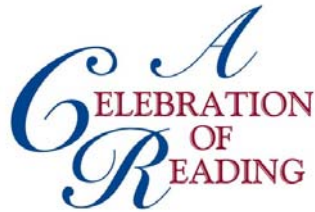
**BLAKE MYCOSKIE**, best known as the founder of TOMS Shoes (for every pair of shoes purchased, they will give another pair away to children in need around the world) has written *Start Something that Matters*, a brilliant collection of valuable lessons about entrepreneurship, transparency of leadership, and living by one's values. The story of TOMS is a blueprint to inspire others and to show them how to go about starting something that matters.



Sponsorship opportunities and tickets are available at various price levels.

For additional information, contact Carrie Eickenroht of Empower Events at 713-467-2812 or [ceickenroht@empowerevents.com](mailto:ceickenroht@empowerevents.com) or visit The Barbara Bush Foundation for Family Literacy website.

[www.barbarabushfoundation.com](http://www.barbarabushfoundation.com)



**Thursday, April 19, 2012**

*The Hobby Center - Houston, Texas*

## THE CELEBRATION

To celebrate reading is to spend an incredibly warm and engaging evening with George and Barbara Bush, their children, Maria and Neil Bush, and some of their favorite best-selling authors. At this annual fundraiser that benefits the Barbara Bush Foundation for Family Literacy and the Barbara Bush Texas Fund for Family Literacy. Mrs. Bush personally invites best-selling authors who give freely of their time to share their works with guests. So far, Mrs. Bush has confirmed the participation of best-selling authors: **Sandra Brown** author of 59 bestsellers including her newest book *Lethal*; **Donovan Campbell** a decorated Marine and author of *Joker One* a book dedicated to the brotherhood and bravery of his Marine Platoon in Iraq; **Harlan Coben** author of the popular Myron Bolitar series of mystery and intrigue that continues in his current novel *Live Wire*; **David Feherty** a CBS golf announcer and author; and **Blake Mycoskie** the founder of the popular TOMs shoes and author of *Start Something that Matters*.

The evening begins with the Authors' Reception - a casual mix-and-mingle with the Bushes and authors where guests enjoy the opportunity to visit with each author. The program is filled with spontaneous fun, and at the same time has all the characteristics of a professional production because it is in fact "produced" - including video, a wonderful set, and other hallmarks of a real "show"- very different from more traditional reading events. Barbara Bush hosts the evening, with former President George Bush and other special friends and family member to bring a tremendous sense of humor and warmth to the program, as the authors bring their best-selling books to life. After the program all guests enjoy a delightful light supper and more time to mix and mingle before going home with a book written by one of the authors.

THE BARBARA BUSH FOUNDATION  
FOR FAMILY LITERACY

THE BARBARA BUSH TEXAS FUND  
FOR FAMILY LITERACY

The Barbara Bush Foundation for Family Literacy funds the development of innovative family literacy projects in which parents and their children learn and read together, and parents develop the skills needed to be their children's "first teachers." Since our Foundation's launch 22 years ago, we have awarded over \$42 million to support the development and expansion of 960 family literacy programs in 50 states including the District of Columbia. These funds include grants awarded through the National Grant Program, our state initiatives in Maine and Maryland, and the Barbara Bush Texas Fund for Family Literacy, a separate 501(c)3 sister organization to the Foundation. Ever since 1999, fifty percent of the *Celebration of Reading* proceeds have gone to the Texas Fund, a foundation created by Barbara Bush to support the development of literacy programs in Texas, and includes the First Lady's Family Literacy Initiative for Texas of which First Lady Laura Bush is the Honorary Chair, as a separate discretionary grant program.

## AUTHOR ALUMNI

*A Celebration of Reading* proudly recognized the following authors for their generosity of time and talent, and whose books inspire all readers to celebrate the gift of literacy.

Stephen Ambrose	Dominick Dunne	Larry McMurtry
Jean Auel	Richard Paul Evans	Jon Meacham
Susan Baker	Antwone Fisher	Brad Meltzer
David Baldacci	Marlin Fitzwater	Mary Tyler Moore
Rondé Barber	Fannie Flag	Jim Nantz
Tiki Barber	Karyn Frist	Bob Newhart
Dave Barry	Elizabeth George	Chuck Norris
Ted Bell	Doris Kearns Goodwin	Susan Orlean
Michael Beschloss	Amy Grant	Dianna Ossana
Maeve Binchy	John Grisham	James Patterson
Cherie Blair	David Halberstam	Richard North Patterson
Barbara Taylor Bradford	Tami Hoag	Nathaniel Philbrick
James Bradley	Karen Hughes	Julia Reed
Marc Brown	Immaculée Ilibagiza	Al Roker
Jill Conner Browne	A. J. Jacobs	Arnold Scaasi
Christopher Buckley	P. D. James	Brent Scowcroft
Barbara Bush	Dan Jenkins	Sidney Sheldon
George H. W. Bush	James Earl Jones	Anita Shreve
George W. Bush	Jan Karon	Hugh Sidey
Jeb Bush	Mary Karr	Daniel Silva
Margaret Bush	Baine Kerr, Jr.	Alan Simpson
Stephen Carter	Tracy Kidder	Lester Smith
Carol Higgins Clark	Greg Kincaid	Kathryn Stockett
Mary Higgins Clark	Dorie Lawson	Jennifer Thompson &
Bill Clinton	Jim Lehrer	Ronald Cotton
Robin Cook	Robert Ludlum	Scott Turow
Patricia Cornwell	P.M. John Major	Ronan Tynan
Michael Crichton	James McBride	Andrea White
Deborah Crombie	Frank McCourt	Lawrence Wright
Stanley Crouch	David McCullough	
Li Cunxin	Reba McEntire	

## EVENT INFORMATION

Thursday, April 19, 2012

Authors' Reception – 5:30 to 6:30 p.m.

Program – 7:00 p.m.

Light supper follows the readings

The Hobby Center – Houston, Texas

## SPONSORSHIP AND TICKET INFORMATION

Sponsored Tables and Tickets are available at various price levels.

For additional information, contact Carrie Eickenroht at Empower Events

713-467-2812 or [ceickenroht@empowerevents.com](mailto:ceickenroht@empowerevents.com)

To sign up on-line, visit [www.celebrationreading.com](http://www.celebrationreading.com)



**Thursday, April 19, 2012**  
*The Hobby Center - Houston, Texas*

**Honorary Co-Chairs**

President George W. Bush and Mrs. Laura Bush

**Committee Chairs**

Maria and Neil Bush

**Co-Chairs**

Shahla and Hushang Ansary  
Susan and Jim Baker  
Ginger and Jack Blanton  
Lynn and Peter Coneway  
Linda and Archie Dunham  
Betty and John Hrcir

Nancy and Rich Kinder  
Elizabeth and Drayton McLane  
Janice and Bob McNair  
Mica Mosbacher  
Tassie Nicandros  
Annette and George Strake

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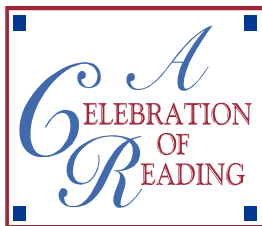
**Committee Members**

Kathy and Paul Anderson  
Kelli and Eddy Blanton  
Leslie and Jack Blanton  
Pierce Bush  
Deborah and Gardner Cannon  
Martha and Mark Carnes  
Charlene and Phil Carroll  
Ann and Clarence Cazalot  
Wendy and Bill Chiles  
Cathy and Joe Cleary  
Molly and Jim Crownover  
Rose and Harry Cullen  
Eileen and John Currie  
Brenda and John Duncan  
Denise and Cary Dunham  
Greg Ebel  
Sidney and Don Faust  
Susan and David Fine  
Ellen and Tommy Ford  
Lily and Charles Foster

Rhonda and Michael Graff  
Kathy and Kirk Hachigian  
Terri and John Havens  
Mary and Dennis Johnston  
Pat and David Jones  
Terri Lacy and Jim Baird  
Susan Light Lawhon  
Paula and Steve Letbetter  
Carolyn and David Light  
Carolyn and Mike Mann  
Becky and David McClanahan  
Soraya and Scott McClelland  
Kathy McGovern  
Linda and Jim McIngvale  
Ann and Rob McKee  
Linda and Walter McReynolds  
Melanie and Mace Meeke  
Sheila and Steve Miller  
Alice and Keith Mosing  
Miriam and Jim Mulva

Bobbie and John Nau  
Sally and Charles Neblett  
Roxann and Tim Neumann  
Mariloli and Marvin Odum  
Kay Onstead  
Susie Peake  
Susie and Bob Peebler  
Stephanie and Scott Pierce  
Gloria Portela and Richard  
Evans  
Kathy and Steve Pryor  
Diana Strassmann and Jeff  
Smisek  
Sue and Lester Smith  
Deborah and Monte Stavis  
Phoebe and Bobby Tudor  
Angela and Dick Wainerdi  
Constance White  
Mary and Bill Winters  
Marie and Bill Wise

*Listing as of August 8, 2011*



**Thursday, April 19, 2012**  
*The Hobby Center - Houston, Texas*

## **SPONSORSHIP INFORMATION**

### **Classics (\$80,000 and above)**

- Invitation for 2 to join Mrs. Bush for a trip to the George Bush Presidential Library and luncheon with the authors on the day after the *Celebration*, Friday, April 20
- One additional table for 10 at the *Celebration of Reading*
- And, all of the benefits as a Benefactor

### **Benefactor (\$50,000)**

- 22 Event tickets – Preferred seating
- 2 guests seated at tables hosted by the Bushes or authors at dinner
- Two reserved tables for 10 at the dinner (preferred seating area)
- Ten passes to Authors' Reception hosted by President & Mrs. Bush and Neil & Maria Bush
- Invitations for 2 to Pre-Authors' Reception introduction to authors
- Prominent listing in event printed program
- Autographed set of souvenir books from authors

### **Underwriter (\$30,000)**

- 22 Event tickets – Preferred seating
- 2 guests seated at tables hosted by the Bushes or authors at dinner
- Two reserved tables for 10 at the dinner (preferred seating area)
- Four passes to Authors' Reception hosted by President & Mrs. Bush and Neil & Maria Bush
- Special recognition in event printed program

### **Sponsor (\$15,000)**

- 10 Event tickets – Preferred seating
- One reserved table for 10 at the dinner (preferred seating area)
- Four passes to Authors' Reception hosted by President & Mrs. Bush and Neil & Maria Bush
- Listing in event printed program

### **Patron (\$10,000)**

- 10 Event tickets
- One reserved table for 10 at the dinner
- Two passes to Authors' Reception hosted by President & Mrs. Bush and Neil & Maria Bush
- Listing in event printed program

### **Friend (\$5,000)**

- 8 Event tickets
- One reserved table for 8 at the dinner
- Listing in event printed program

**Individual Tickets** are \$250 and \$150 and include the program and dinner.



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### REPLY FORM

- Yes, I will be a sponsor of the *Celebration of Reading* at the following level:
- Classics — \$80,000 and above
  - Benefactor — \$50,000
  - Underwriter — \$30,000
  - Sponsor — \$15,000
  - Patron — \$10,000
  - Friend — \$5,000
- I would like to purchase \_\_\_\_\_ Individual Tickets at the
- \$250 level
  - \$150 level
- No, I am unable to attend, but please accept my contribution in the amount of \$\_\_\_\_\_.

Seating is limited and based on availability at the time your check is received.

If you would like to sign up on-line with a credit card, please go to [www.celebrationreading.com](http://www.celebrationreading.com) and click on the link for the Houston *Celebration of Reading*.

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone/Fax \_\_\_\_\_

Email \_\_\_\_\_

Contact person \_\_\_\_\_

Listing for Recognition Purposes \_\_\_\_\_

Please complete and return this reply form. Make checks payable to The Barbara Bush Foundation for Family Literacy, Tax I.D. #23-7343119 (although one-half of the tax deductible portion of your check will be a contribution to The Barbara Bush Texas Fund for Family Literacy). The fair market value of the dinner is \$75. The balance is tax deductible.

*For further information, please contact Carrie Eickenroht at Empower Events at (713) 467-2812 or [ceickenroht@empowerevents.com](mailto:ceickenroht@empowerevents.com).*



*The Reviews are in! The 2011 Celebration of Reading once again thrills the audience!  
Comments from guests all reflect the ongoing popularity of this great event:*

I cannot tell you how much we enjoyed last night's event! It's always a treat to be under the roof with the Past Presidents! Again, wonderful event! **Chris Cape**

The Houston *Celebration of Reading* was a joy to attend. It's always inspiring to join like-minded Houstonians who share a concern for literacy and enjoyment of literature in as beautiful a space as the Hobby Center. The Bush family, particularly Barbara and George, are so dynamic and warm and provide me with an example of making an impact on the community. Their candor and lightheartedness are a refreshing break from the heavy-handedness of other fundraisers. I enjoyed the balance of speakers and their subject topics. Many thanks for a lovely evening. **Gregg Carlo**

Another memorable and fantastic evening! **Clarence Cazalot**, Marathon Oil

We absolutely loved the evening. Most of the guests we had this year had come last year too and we all love the event. Everyone had a great time and it was obvious how much thought and care had been put into the preparation. The dinner was also great. Thoroughly enjoyable. **Clayton Erikson**

All my guests said it was the best one and it was very uplifting and spiritual. As always it was a wonderful evening and everyone's favorite event. **Sidney Faust**

Our BP America guests and executives enjoyed being a part of this event. Readings from the authors was a nice touch. I felt there was a good mix of authors for the event. We are looking forward to future events. **Bill Gerwing**, BP America

The evening was such a treat for us and our guests; we continue to receive notes of appreciation for being included in such a worthy event. The humor and the scripting of the presentation were wonderful. The selection of the authors was exceptional. We attended the *Celebration of Reading* programs before and we will most definitely attend again in the future. Thank Mrs. Bush for a wonderful evening and for a cause that is so meaningful. **Kathleen D. Hayes**, Merrill Lynch

What a wonderful Celebration! Each year I think it cannot be better than the previous and I am happily surprised. Congratulations!! Loved the record crowd and Cotton's breaking into song. Music adds a great element. Mrs. Bush was sooo good as was her son 43. **Betty Hrncir**

I loved it! It is wonderful to see the different generations in the Bush family with this common focus. Thanks for this terrific event! **Candy Knudson**, major donor

We loved the entire evening but thought it was the best Celebration ever!!! Our guests were so appreciative of being included and also loved the evening too. Some were first timers and said it was the most enjoyable event they had attended in a long time. Congratulations to all involved on yet another successful Celebration of Reading. **Paula and Steve Letbetter**

This was the second time we have been fortunate enough to attend that event. This year was especially significant, as Mrs. Bush was a glamorous and gracious emcee as usual, and having the two President Bushes both in attendance was a special treat. Hearing President George W. Bush read so much from his book and gave us so many additional insightful and humorous comments were something we'll always remember. We look forward to seeing you and them at a future Celebration of Reading. **Tandy O. Lofland**, President, Intergroup Companies



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Comments from guests all reflect the ongoing popularity of this great event:*

The event was outstanding as always. There are so few events that create such an emotional connection between the guest and the cause – kudos to you all. It is an event we look forward to every year. **Jessica Manning**, Love Advertising

This is always an amazing evening celebrating such a wonderful cause! The program was wonderfully entertaining, and it was a thrill to listen to each speaker alongside such an iconic and inspiring American family! It was an overwhelming honor to be in the presence of a former First Lady and two former Presidents and to hear her son read from his book. Your organization is amazing and truly changes each life you touch! Thank you for such an amazing evening! With much respect, honor, and gratitude, **Matthew and Jill McDonald**

What a wonderful Celebration of Reading. My guests tell me it is the highlight of their year, an event they always look forward to. We are all thrilled that President and Mrs. Bush continue to be involved, for they are the “Stars”. President Bush’s (43<sup>rd</sup>) appearance was special and gave a splendid presentation. **Kathy McGovern**

It was wonderful. Everyone was thrilled. We all had a wonderful time. **Linda McIngvale**

A Celebration of Reading was incredible and I am still in awe of being in the presence of so many members of the Bush family, incredible authors and those dedicated to literacy. Congratulations on a hugely successful event. **Trish Morille**, Smith Foundation

A Celebration of Reading event as awesome! I thoroughly enjoyed it, as did everyone I was with....and, apparently, everyone else that attended. While I was most looking forward to seeing Scott Turow — and, of course, two past presidents of the United States! -- I was deeply moved by Jennifer Thompson & Ronald Cotton, and Mrs. Baker. Each author was unique with an exceptional story! **Gayle Nelson**, Imageset

We had a wonderful time at the event as always. As usual Mrs. Bush and her group put together a wonderful program that impressed all of our guests. The participation of both Presidents 41 and 43 was icing on the cake. It was good to have 43 comment on his book. His presentation was dynamic and the humor and candor was well received. **Rick Shoupe**, PMC/Poongsan

I very much enjoyed getting to see the rest of the Bush family at this event. I also am appreciative of how you and your family have been so supportive of this effort. I take reading for granted, but it is important to realize the impact of our educational system and the need to provide this learning. Your program does a fantastic job in raising the awareness. Thanks so much for a lovely evening. **Sandy Shoupe**

I thought the evening was terrific - very entertaining, and made special by Ms. Bush's family's participation. I always enjoy hearing the authors read and speak, but this time, they were more lively, more thought provoking, and more moving than past panels, and an excellent mix of the novel, the historical and the humorous. I was honored to be able to attend, and very much enjoyed the event, and I hope to get the chance again. **Mike Viator**, Herzstein Foundation

Once again, the Celebration of Reading was a wonderful evening and members of our Marathon family in attendance thoroughly enjoyed the program. We are proud to be affiliated with such a noble and much needed cause and we applaud the continued efforts of Mrs. Bush and the entire Celebration of Reading organization for the outstanding work being done. **Paul Weeditz**, Marathon Oil