

FOR IMMEDIATE RELEASE

**EVERYBODY WINS! METRO BOSTON
“BOSTON, BOOKS, & BASEBALL” EVENT AT FENWAY PARK SUPPORTS
LITERACY INITIATIVES, *POWER LUNCH* PROGRAM**

*Fifth Annual Event Raises More Than \$100K To Benefit Non-Profit
Dedicated to Literacy and Mentoring*

Boston, MA (November 19, 2007) – Everybody Wins! Metro Boston (EWMB), a nonprofit literacy and mentoring organization, hosted their fifth annual fundraising event, “Boston, Books and Baseball” at the State Street Pavilion in historic Fenway Park last week. The event brought together approximately 300 people and raised more than \$100K to help make strides in bringing the joy of reading to hundreds of children, and to support the *Power Lunch* program in Boston schools and surrounding areas.

“Boston, Books, & Baseball” guests had the opportunity to see the award-winning host of *Sports Final*, Bob Lobel, as well as to meet special guests Hank Phillippi Ryan, Peter H. Reynolds, Neal Portney, Lynn Munsinger, Christopher Price, Jonathon Winchell, and Bob Halloran. EWMB Executive Director, Darcy Madden, briefly addressed attendees on the importance of children’s literacy. Attendees also had the opportunity to mingle and network with a diverse group of Boston-area professionals, while enjoying traditional ballpark fare, including Harpoon Brewery beer, Legal Seafood chowder, and Fenway Franks. Guests also had the chance to bid on exclusive auction items, including an African safari, luxury hotel getaways, premium tickets to various Boston sporting events, a Phantom Gourmet studio tour, artwork, and more.

“‘Boston, Books and Baseball 2007’ event was a great success in helping us foster literacy in the Boston area,” said Darcy Madden, Executive Director, EWMB. “The over \$100K the event raised will enhance our programs and enable us to provide weekly reading sessions for many more children throughout greater Boston.”

The event was graciously sponsored by Fidelity Prime Services, Hollister, Inc, G-III Apparel Group, Cross Country Automotive Services, Target Software, Inc., Target Analysis Group, EA Fish Associates, Inc., CRA International, Gentle Giant Moving Company, Adam Dash & Associates, Morgan Stanley, Digital Cement, The Boston Company, Rodman & Rodman, Wolpert Group, Cabot Corporation, The Boston Parents Paper, and WRKO.

About Everybody Wins! Metro Boston

Everybody Wins! USA is a national nonprofit organization dedicated to increasing children's prospects for success in school and in life. We work to generate enthusiasm for reading and improve children's literacy through the Power Lunch program. Through this program we match adults from local businesses and organizations one-to-one with elementary schoolchildren to share good books and conversation one lunch hour each week.

Everybody Wins! Metro Boston was incorporated in 2003. We currently offer Power Lunch at 11 schools in 8 communities: Billerica, Boston, Cambridge, Chelsea, Everett, Framingham, Somerville, and Waltham. In 2006-2007 we were able to provide weekly reading mentors for 319 children and our goal is to serve at least 500 children each week in 2007-2008. Funds raised through our November 15 event will directly support this expansion, enabling us to bring the joy of reading to many more children!

Media Contact:

Darcy Madden
Everybody Wins! Metro Boston
617-654-0260
Darcy.Madden@EWMB.org

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