



**FOR IMMEDIATE RELEASE**

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**Medaille College Supports Fifth Annual WNY Children’s Book Expo, KidsLit Week**

**Buffalo, NY** — Medaille College is proud to be a collaborating sponsor for the fifth annual Western New York Children’s Book Expo (WNYCBE), which will be held at the Buffalo Niagara Convention Center from 10 a.m. to 3 p.m. on Saturday, November 9. Medaille joins Read to Succeed Buffalo and Monkey See, Monkey Do...Children’s Bookstore in supporting the WNYCBE, along with presenting sponsor Rich Products and the Rich Family Foundation. This free children’s literacy gathering of local, national and international authors and illustrators celebrates the importance of reading with children, their teachers and caregivers.

The two-part event features KidsLit Week and culminates with the Book Expo on Saturday. The theme for this year’s KidsLit Week, which runs from November 4 to November 8, is “Celebrate the Power of Story,” and all programming aims to inspire a love of books in pre-K through middle school students. During KidsLit Week, nationally acclaimed authors and illustrators visit area schools throughout WNY. During the visits, authors and illustrators participate in readings and give interactive presentations about their work, how they became an author or illustrator, and the importance of storytelling. EXPO Saturday is a free, day-long showcase of new and beloved books written for kids. Here, the 40 featured children’s book authors and illustrators interact directly with children through readings, book-signings, presentations and demonstrations.

“Instilling a love for reading at a young age is critical to a child’s success in the classroom,” says Medaille College President Dr. Kenneth M. Macur. “This one-of-a-kind literary event does just that, and Medaille College is proud to work alongside Read to Succeed Buffalo and Monkey See...Monkey Do Children’s Bookstore to put on what will be the biggest Expo yet!”

In 2018, more than 23,000 students, parents and teachers had the opportunity to meet authors or illustrators through the week-long event. This year, 75 school, library and cultural venue visits are planned throughout WNY, including 20 visits to Buffalo Public Schools. Medaille College Department of Education graduate students have contributed to the success of these visits by putting together author study interactive media presentations to assist teachers and librarians in planning for each author visit.

As part of the week-long program, Medaille's library and Education Graduate Student Society are sponsoring an author visit featuring the authors of *Buffalo A-Z: Come Take a Tour with Me*, Bridget Atlas-Callahan and Madej-Warham, and illustrator Bill Janowski, on Monday, November 4, from 6-7 p.m. in the College's Buffalo campus library. Medaille's Department of Education is also sponsoring visits with Buffalo Public Schools #71 and 84.

In addition to the family literacy events at the WNYCBE, approximately 150 WNY educators are slated to attend the Medaille College Educator Event on Saturday, November 9, at the Expo site. The event is a New York State Education Department (NYSED) credit-earning professional development workshop opportunity. Local educators and teacher candidates will have the unique opportunity to learn from some of the nation's most renowned children's authors and illustrators. Limited space is still available, and those educators who are interested may [register online](#).

Each year, more than 100 volunteers contribute over 2,500 volunteer hours in order to ensure the success of KidsLit Week and the WNYCBE. Team Medaille students, faculty and staff make up a majority of the event volunteers. Anyone interested in volunteering may [complete the volunteer form online](#).

For more information about the WNYCBE, Medaille KidsLit programming or educator training, please contact Medaille College Associate Dean for Educational Technology, Mary Beth Scumaci at (716) 880-2550 or [mscumaci@medaille.edu](mailto:mscumaci@medaille.edu).

### **About Medaille College**

*Medaille College provides a personalized learning experience to its diverse student body of both traditional undergraduate and post-traditional graduate students. Medaille students engage in a high-impact, experiential educational process that prepares them for the workplace. With campuses in Buffalo and Rochester, Medaille also offers one of the most robust online programs in Western New York. To learn more about Medaille, visit [www.medaille.edu](http://www.medaille.edu).*

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