



MEDIA ADVISORY

DATE: March 1, 2010

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Iditarod 2010: The Cat in the Hat is going to the dogs

For NEA-Alaska's first statewide Read Across Alaska celebration, we've hooked up with Iditarod musher Hugh Neff from Tok, who's a frequent visitor in classrooms and is excited to help promote and celebrate the fun of reading.

- WHO:** Iditarod musher Hugh Neff + NEA-Alaska President Barb Angaiak + the Cat in the Hat + dogs (dressed in a Cat costume!)
- WHAT:** Musher Hugh Neff accepts a children's book to carry in his sled across Alaska and present to the children of Nome
- WHERE:** Behind Millennium Hotel, 4800 Spenard Road—on access road between hotel & lake)
- WHEN:** Tuesday, March 2*—12:30pm
- WHY:** To help children learn the fun of reading and encourage more adults to spend time reading with children.
- MORE:** **March 2 is Dr. Seuss's birthday.* The week of March 1-7 marks NEA's 12th annual Read Across America observance. The celebration is centered around the birthday of the beloved children's author and is the nation's largest reading event.
- AND MORE:** Saturday, March 6, prior to the ceremonial Iditarod start in Anchorage, the Cat in the Hat will also be having fun, with pencils and bookmarks to give out to young readers. ###