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FOR IMMEDIATE RELEASE

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Portland Rose Festival Names SMART 2016 Official Charity

Portland, Ore. – The Portland Rose Festival has named SMART (Start Making A Reader Today)® its 2016 Official Charity.

“As a 501c3 Foundation, the Portland Rose Festival is focused on its goal to maintain one of the top community events in the world while significantly expanding its local charitable impact,” says Carol Ross, Portland Rose Festival Director of Marketing and Development. “In doing so, an Official Charity partner is selected annually to integrate into Rose Festival events and programs – in 2016 our Official Charity is SMART.”

As the Rose Festival’s Official Charity, SMART will have opportunities to participate in various activities throughout the year, including CityFair and the Grand Floral Parade.

“We are incredibly grateful to the Portland Rose Festival for selecting SMART as its Official Charity this year,” says Elizabeth Large, SMART’s Board Chair. “We look forward to a great partnership that will bring tremendous visibility and awareness to SMART’s work to empower children across Oregon to read and succeed in school and beyond.”

About SMART (Start Making A Reader Today)®

SMART is a statewide nonprofit organization that envisions an Oregon where every child can read and is empowered to succeed. SMART engages community volunteers to read one-on-one with PreK through third-grade children, helping strengthen literacy skills and encourage a love of reading. Children in the program receive 14 new books throughout the school year to keep and read with their families. Since 1992, SMART has paired over 118,000 volunteers to read with 180,000 children, and has put 2.3 million books in the homes of the children we serve. Visit www.getSMARToregon.org or call 971-634-1634 to learn more.

About the Portland Rose Festival Foundation

The Portland Rose Festival Foundation has a 109-year history of producing events and programs that bring the community together in the name of our city’s favorite flower, the rose. A broad range of events burst into bloom on Memorial Day weekend, attracting nearly one million people from across the city and around the globe, and generating a total estimated economic impact of \$75 million for the region’s economy. Among the most visible events are Rose Festival CityFair, an urban fair in Gov. Tom McCall Waterfront Park that spans three weekends, and three parades including the festival’s “crown jewel,” the all-floral Spirit Mountain Casino Grand Floral Parade. To learn more about the Portland Rose Festival, visit www.rosefestival.org.

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