



**S M A R T**  
START MAKING A READER TODAY®



**Regence**

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### **Successful Facebook campaign nets SMART \$5,000 donation from Regence**

PORTLAND, Ore. – Children who are read to at least three times per week are twice as likely to score in the top 25 percent in reading than children who are read to less frequently. That's why [SMART's](#) (Start Making A Reader Today) one-on-one reading work with Oregon children is so important.

Now, thanks to its Facebook supporters, SMART is receiving a \$5,000 donation from [Regence BlueCross BlueShield of Oregon](#) to continue that work. For each new like on SMART's [Facebook](#) page, Regence donated five dollars to the nonprofit, up to \$5,000 total. That means SMART needed to get 1,000 new likes to get the full donation – and it reached that number in just a week and a half. The goal of the campaign was to help SMART expand its social media presence and encourage more Oregonians to support the organization.

Over the past 20 years, SMART has reached 152,000 children with one-on-one reading support, mentorship and books to take home and keep. As one SMART Facebook follower said, "SMART does great things for students! It provides them with great adult role models, wonderful books and a special time each week just for them! Thank you SMART for all you have done for children!"

SMART is part of Regence's Community Partner Organization program, which provides local nonprofits with financial support, business expertise and employee volunteers. Over the three-year partnership, Regence will give more than \$250,000 in financial support to SMART.

"We're so proud to be among Regence's Community Partner Organizations," said Chris Otis, SMART executive director. "Regence's contributions – as they relate to this Facebook campaign and beyond – have had real, tangible impacts on our organization and, therefore, children's literacy in Oregon. They've helped us significantly build our community of supporters, making it possible for us to reach broader audiences in new ways to convey the importance of our work."

#### **About SMART**

SMART, Start Making A Reader Today, is a statewide nonprofit organization that envisions an Oregon where every child can read and is empowered to succeed. SMART partners with schools around the state and engages community volunteers to read one-on-one with PreK-3<sup>rd</sup> grade children, helping strengthen literacy skills and encourage a love of reading.

In 2011-2012, SMART served more than 8,500 children statewide with the help of 5,000 community volunteers. Children in the program receive 14 new books throughout the school year to keep and read with their families. Together, with support from communities and schools around the state, SMART is improving the reading capacity of Oregon's children. Visit [www.getSMARToregon.org](http://www.getSMARToregon.org) or call 877-598-4633 to learn more about SMART.

**About Regence BlueCross BlueShield of Oregon**

Regence BlueCross BlueShield of Oregon is a leading health plan in Oregon, with nearly 750,000 members, offering health, life and dental insurance. Regence BlueCross BlueShield of Oregon is a nonprofit independent licensee of the Blue Cross and Blue Shield Association, and is affiliated with Regence BlueShield of Idaho, Regence BlueCross BlueShield of Utah and Regence BlueShield (selected counties in Washington). Together, the companies serve more than two million members in the Northwest/Intermountain Region. The Regence affiliated companies are committed to improving the health of its members and communities, and to transforming the health care system. For more information, please visit [www.regence.com](http://www.regence.com) or [www.twitter.com/RegenceOregon](http://www.twitter.com/RegenceOregon).

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