

PALOS VERDES

PENINSULA NEWS

Serving the Communities of Palos Verdes Estates, Rancho Palos Verdes, Rolling Hills, Rolling Hills Estates and the Palos Verdes Peninsula

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Jester & Pharley Phund Wins Major Literacy Award

PVE — The Jester & Pharley Phund, a Palos Verdes-based non-profit organization, has been awarded the Celebrate Literacy award of the Orange County Reading Association for its "outstanding efforts to promote literacy in our community."

The award, given by the Orange County chapter of the International Reading Association, recognizes the "significant contribution to the promotion of 'literacy' made by The Jester & Pharley Phund.

"We are very honored to be recognized for our efforts to promote literacy by such an esteemed organization," said Barbara Saltzman of Palos Verdes Estates, executive director of The Jester & Pharley Phund. "We are also grateful to Toyota Financial Services of Torrance for its grant enabling us to develop our pilot literacy and outreach program, which helps students develop empathy as they develop their reading

skills. Their support was instrumental in helping us develop this program."

The Orange County Reading Association commended The Jester & Pharley Phund for its Literacy & Outreach Program, which "offers creative ways to develop students' interest and proficiency in reading while providing a concrete means for them to practice charity in their own community."

"We hope that every local school and school district will join us in our efforts to enable students to help ill children as they become avid and better readers," said Saltzman.

California First Lady Sharon Davis also praised The Jester & Pharley Phund for its work on behalf of literacy. "I commend your literacy and outreach programs that creatively encourage children to read and help others while simultaneously helping them develop a sense of empathy and building a positive lifetime pattern of reading,"

Davis said.

The Jester & Pharley Phund is built around the lessons of hope, humor, self-reliance and charity found in "The Jester Has Lost His Jingle," *The New York Times* best-seller written and illustrated by Chadwick graduate David Saltzman. The book was his senior project at Yale before his death from Hodgkin's disease in March 1990 — 11 days before his 23rd birthday.

For additional information about The Jester & Pharley Phund, visit its web site at www.thejester.org or call (800) 9-JESTER.