



# Archer Supports “5K Run for Reading” To Benefit Local Childhood Literacy Organization

Speaking Engagements & Seminars

09.08.2013

Location: Haddon Heights, N.J

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A 5K (3.1-mile) run and 1-mile walk in Haddon Heights, N.J., on Sunday, Sept. 8, 2013, will raise funds for Stork Storks, a local nonprofit organization dedicated to advancing early childhood literacy by providing children's books to the parents of newborns, and by encouraging reading to infants.

“An established habit of reading to children creates a strong educational foundation,” said Jason Cotter, an attorney in Archer's Haddonfield headquarters who serves on the Story Storks Board of Directors. The firm is a sponsor of the Run for Reading.

“Recent research shows very favorable results by reading to infants,” Mr. Cotter said.

Story Storks has partnered with Cooper University Hospital, providing books and early childhood literacy education to parents of babies born at the hospital in Camden. Families receive an infant-appropriate board book, which nurses personalize with the baby's footprints. Story Storks plans to expand the program to Inspira Medical Center (formerly Underwood Hospital) in Woodbury in the near future.

The Run for Reading event takes place at Hoff's Playground, 7<sup>th</sup> Avenue and West High Street in Haddon Heights. The run/walk begins at 8:30, but participants are asked to arrive early. More information and registration are available at [storystorks.org](http://storystorks.org).

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## Related Services

- Nonprofit & Charitable Organizations

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