



Reach Out and Read GNY Reaches #GivingTuesday Goal with a Matching Grant Provided by Huron

The funding will provide over 450 children with books and literacy guidance during their regular well check-up.

New York, NY, January 5, 2022 – Reach Out and Read of Greater New York (RORGNY), the 501(3)c nonprofit providing children a foundation for success by incorporating books into pediatric care and encouraging families to read aloud together, announced today that they met and exceeded their #GivingTuesday fundraising goal of \$5,000 and received a matching gift from [Huron](#), a global consultancy.

“Our strong commitment to our communities is rooted in our people and their desire to make a lasting impact,” said Diane Doherty, senior director of corporate diversity, inclusion and community experience at Huron. “We are proud to see our people continue to live our values and support organizations, like Reach Out and Read, that help those in need.”

In addition to the matching gift, Huron employees, led by Adam Collen, purchased 250 children’s books that will be distributed to children ranging in age from birth to 5-years old during their regular well-visits at the Settlement Health Clinic. The books support Reach Out and Read’s core programming, incorporating literacy messaging and book distributions into the healthcare system.

Bianca Mason Delauney, a senior director at Huron and a board member at Reach Out and Read of Greater New York said, “I’ve been fortunate to work with this amazing nonprofit in a variety of ways and collaborating with my colleagues at Huron while energizing the organization to provide such an impactful contribution has been a uniquely rewarding experience. I am grateful for the guidance and support from the ROR team, and for Huron’s participation in #GivingTuesday by paving the way for us to come together to donate these books to the kids at Settlement Health. I look forward to more collaborations together in the future.”

To [donate](#) or learn more about Reach Out and Read of Greater New York, visit, reachoutandreadnyc.org.

About Reach Out and Read of Greater New York

Reach Out and Read of Greater New York gives young children a foundation for success by incorporating books into pediatric care and encouraging families to read aloud together. We provide books and training to over 230 Reach Out and Read clinics in predominantly low-income communities in New York City, Long Island, and the Greater Hudson Valley. The program is built on the unique relationship between parents and medical providers to develop essential early literacy skills in young children via the existing health infrastructure. Our program is a proven intervention, supported by 15 independent, peer reviewed [research studies](#). Follow RORGNY on [Facebook](#), [Instagram](#) and [Twitter](#). To [donate](#) or learn more about Reach Out and Read of Greater New York, visit, reachoutandreadnyc.org.



GREATER NEW YORK

Media Contact:

Kari Kurjiaka

kkurjiaka@reachoutandreadnyc.org