



# Sonoma County

## Office of Education

News Release

## SCOE, NorCal Public Media Invite Families to Great Literacy Adventure

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ROHNERT PARK, CA (DATE) - Sonoma County children and families are invited to [The Great Literacy Adventure](#), a free, countywide celebration of reading and learning rooted in the [Sonoma County Literacy Promise](#).

This joyous, inclusive event on Saturday, April 11, at NorCal Public Media in Rohnert Park is organized by the Sonoma County Office of Education (SCOE), in partnership with NorCal Public Media. It will bring together families, community partners, and dynamic literacy advocates – from beloved PBS characters to nationally recognized authors. Children will be able to take part in more than a dozen hands-on literacy activities, including story time with guest readers, photo ops with beloved PBS Kids characters, interactive PBS experiences that make children the star of the show, and more facilitated by community partners!

“SCOE, our schools, and our partners in the Literacy Promise are doing important work to improve our students’ ability to read,” said Sonoma County Superintendent of Schools Dr. Amie Carter. “But, as a former English teacher, I know it’s also important to remind our students and community that reading isn’t just about phonics and learning. It’s also a ton of fun. That’s why we’re teaming up with NorCal Public Media to put together a day packed with memorable experiences for young readers.”

Literacy Promise partners will be on hand to connect families with resources to promote literacy at home, and children will have the opportunity to go home with a free children’s book, while supplies last.

## Event Details

When: 11 a.m.-3 p.m. Saturday, April 11, 2026

Where: NorCal Public Media, 311 Professional Center Drive, Rohnert Park

Who: Families with children, educators, and community partners

Cost: Free, but registration is encouraged to help plan the event

Parking: Free at the nearby Kaiser Permanente, 5900 State Farm Drive

[REGISTRATION LINK](#) (Registration is not required but encouraged to assist in planning)

## Event Highlights

- Some of the highlights being planned include:
- Buddy the Dinosaur and Carl the Collector from PBS Kids
- Otto the Otter from the Sonoma County Library
- Literacy Quest for the Great Scholastic Book Treasure Chest (free books while supplies last)
- Live storytimes with special guest readers!
- Book signings by authors including Marissa McGee and Matthew Gollub, who is bilingual in English and Spanish
- “On air” and “green screen” experiences in the KRCB studios make kids the stars of radio and video segments
- Food available for purchase from local food trucks Sol Azteca, Kona Ice, World Famous Corndogs
- Visit a Rohnert Park Public Safety Department firetruck and crew!
- Engaging Literacy Experiences hosted by the Sonoma County Literacy Promise partners
- And so much more!

## About the Sonoma County Literacy Promise

SCOE and Dr. Carter launched the Sonoma County Literacy Promise in 2025, in response to low literacy rates in California and Sonoma County, where about 40% of 3rd graders were reading at grade level. It is part of a larger effort at SCOE to address the region’s low literacy rates, along with the Sonoma County Literacy Fellowship, which pays for the region’s teachers to learn proven, evidence-based literacy strategies that have made a difference in local classrooms.

The Literacy Promise reads:

*The Sonoma County Literacy Promise is rooted in a shared commitment to improve literacy outcomes for all. This promise is strengthened by partnerships with public and private organizations who are dedicated to ensuring everyone has access to the resources needed to become proficient readers. In partnership with educators, students, and the community, we pledge to support and enhance classroom instruction and provide enrichment opportunities that*

*promote equitable outcomes for all. Together, we will foster a strong culture of literacy across Sonoma County.*

As part of the promise, SCOE partners with community organizations passionate about improving the educational futures of our young people.

Partners in this effort in addition to SCOE and NorCal Public Media include Sonoma County Library; First 5 Sonoma County; the Dolly Parton Imagination Library; the Made in Santa Rosa Education Foundation; the K-3 Proficiency Project; Read On, Sonoma!; Kid Scoop News; California Poets in the Schools; Children and Family Circle; La Luz; Petaluma Blacks for Community Development; SchoolsRule Sonoma County; 4 Cs, Sonoma County CAN, the Child Parent Institute, and the Early Learning Institute.