

**For Immediate Release**  
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**Ferris collaborates on March early literacy project**

BIG RAPIDS – Ferris State University is collaborating with several on-campus and local educational units to observe March is Reading Month and Save Your Vision Month.

The School of Education and the Michigan College of Optometry (MCO) are joining with the University’s Tot’s Place and the Big Rapids Head Start program to conduct an early literacy project that culminates on Monday, March 21.

On that date at 10 a.m., all Tot’s Place and Head Start classes will meet in the large motor room of Tot’s Place in Bishop Hall to hear a celebrity reading session by Thomas Langdon, superintendent of Big Rapids Public Schools. Immediately following the reading, “judges” from the Ferris ROTC program and MCO students will review the children’s “I Spy” art work and present gifts to each classroom. The event concludes with everyone sharing a piece of Dr. Seuss’ birthday cake.

As part of this event, children will take home an early literacy information packet for their family. The packet contains tips for parents on how and why to read to children, how to select an appropriate book, signs of a vision problem that parents should be aware of, tips for enhancing a child’s visual development, bookmarks, and an age appropriate book for each child.

In addition, the MCO’s Optometry Student Government is conducting numerous classroom visits in area elementary schools for Save Your Vision Month activities and Tot’s Place is having several celebrity readers, including Ferris President David Eisler and Big Rapids Public Safety Director Kevin Courtney.