Supervisor Lesko and Councilwoman Kepert Join Former New York Knick John Starks to Promote Summer Reading

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Read along event is part of Cablevision's "Power to Learn" initiative to encourage student reading during summertime

Farmingville, NY - On July 19th, Supervisor Mark Lesko and Councilwoman Connie Kepert took part in the "Knicks Read to Achieve @powertolearn.com 2012 Summer Reading Program" at the Longwood Public Library with former New York Knicks star John Starks. The event, which was sponsored by KIA Motors and the New York Knicks, is part of Cablevision's "Power to Learn" educational initiative. At the event, nearly 40 children were in attendance. The children read a section of David A. Adler's "Cam Jansen and the Basketball Mystery" with Supervisor Lesko, Councilwoman Kepert, and Mr. Starks.

"Cablevision's 'Power to Learn' initiative is an extraordinary cause that will encourage children to continue to learn outside of the classroom by picking up a good book on a warm summer day. I commend Cablevision's Power to Learn program and the New York Knicks - especially former shooting guard John Starks - for promoting summertime reading," said Supervisor Lesko.

Councilwoman Connie Kepert said, "I would like to personally thank the New York Knicks, especially former Knicks shooting guard John Starks, as well as Cablevision and the Longwood Public Library for putting together this wonderful event to promote a much needed interest and passion in reading for our younger generation. It's a known fact that nurturing the love of reading in our youth will enhance their overall intelligence so it's great to be out supporting this worthy cause."

"Cablevision is committed to developing creative programs that take advantage of time outside the school year to help children learn and develop academically," said Adam Falk, Cablevision's Vice President of Government Affairs, "Enhancing reading skills has the potential to open the door to lifelong achievement and we are pleased to bring this program to the Longwood Public Library."

Following the read along, the children took part in a digital reading comprehension test regarding the book. Raffles were then held featuring prizes such as Knicks tickets and t-shirts. Mr. Starks autographed a large post card that will be hung in the library, as well as individual items for those in attendance.
Cablevision's nationally recognized "Power to Learn" educational initiative is aimed at children between the ages of 6 and 12 and is available for free to schools in New York, New Jersey, and Connecticut, as well as four western states. The program allows school teachers to use Cablevision's cutting edge technological resources in their curriculum. Other summer reading events featuring former members of the New York Knicks are held in numerous libraries across New York, New Jersey, and Connecticut. For more information please go to www.powertolearn.com.

Vice President of Government Affairs for Cablevision Adam Falk; Former New York Knicks Guard John Starks; Supervisor Mark Lesko; and Councilwoman Connie Kepert

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