



## **ELC's Storybook Street Hits Trifecta of Success**

*1,000 People Flock to The Book-Themed Wonderland*

*Storybook Street* has taken Sarasota County by storm. Launched during the pandemic, the Early Learning Coalition's free, literacy-meets-the-arts extravaganza not only succeeded, it has thrived in the two years since. For families with children under the age of seven, *Storybook Street* has become a must-see annual event--a creative, unique, imagination destination.

On Saturday, February 11, 2023, the Coalition teamed up with Suncoast Technical College in Sarasota to host the first-ever, in-person *Storybook Street*, as the previous events were a drive-thru concept. Despite the difference in delivery, the literacy-infused extravaganza maintained its mission of distributing new books to young children, while they watch those same books come to life right in front of their eyes.

To our delight, 1,000 people strolled through STC's campus as we distributed nearly 4,700 books in two hours. Each family in attendance received 16 books.

*Storybook Street* owes its success to a multitude of community collaborations. While the ELC provided the books, Sarasota's premier arts organizations provided the talent. Featuring dance, drama, art, music, movement and more, the event showcased preschool-level pomp and circumstance, delivering meaningful, memorable moments to help foster an early love of reading and build the home libraries of our littlest learners.

We are proud to partner with Sarasota's vibrant arts community as we showcase the many talents of artists from Van Wezel Performing Arts Hall, Sarasota Orchestra, Sarasota Ballet, Venice Theatre, Ringling College, Ringling Museum ROAR program, The Players Centre, Venice Symphony, Circus Arts Conservatory, Florida Studio Theatre, CreArte Latino, Sarasota Art Museum, Music Compound, Irish Dance Academy of Sarasota, and Sarasota High School Theatre. Our list of collaborators continues with the Sarasota County Libraries, Sarasota County Sheriff's Office and All Faiths Food Bank.

Now defined as a signature event, *Storybook Street* will be held on an annual basis. Stay tuned for details on *Storybook Street 2024!*