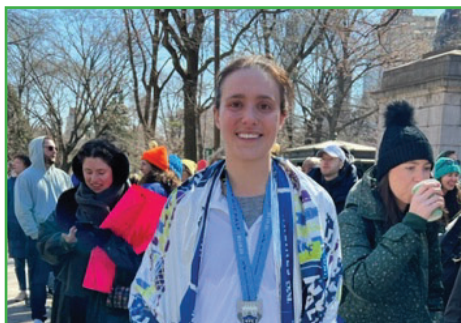


# LINC News: Marathon Edition

Why are Noa, Lily, Chris, Jessica, Lucy, and Laura running for LINC?



## Noa Matson

"LINC is an important organization to me. I have always loved to read and have been reading books for as long as I can remember. LINC does extremely impactful work. I am so excited to run the NYC Marathon to raise money for a non-profit that I am passionate about."



## Chris Paulk

"I have two young girls, and watching their worlds expand through reading and writing has been a daily joy. I wish the same joy for all children, to escape to new dreams and form ways to understand and respond to the world. I am proud to run with this amazing team."

## Lucy Philips

"Community-powered literacy involves bringing together everyone in communities to empower our youngest neighbors to learn and love to read. The opportunity to run the NYC Marathon and to do so by raising funds for LINC is a beautiful honor."



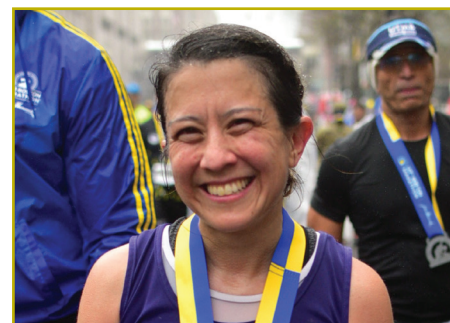
## Lily Rosenthal

"As an educator, I am thrilled to be running the NYC Marathon for LINC! In the classroom, I witnessed the transformative power of literacy-rich environments, and believe deeply in LINC's mission to equip communities with the skills to create a culture of literacy."



## Jessica Rogel-Pohl

"I'm honored to have been chosen to run the NYC Marathon on LINC's behalf because it aligns with my passion to help families attain the right to read. Reading is a human right. This is why [I run for LINC], to be able to give this to more families."



## Laura Walsh

"I'm passionate about early literacy and long distance running. This campaign is giving me the opportunity to bridge my two loves into one! As LINC staff are putting in the tireless hours, I'll be putting in the work on the pavement as well, training for the NYC Marathon and fundraising for LINC."

# Just like the marathon, LINC is in all five boroughs. AND, we're here every day!

LINC Very Involved Parents this year have provided **15 events** in **STATEN ISLAND** in more than **4 languages**



**BROOKLYN** Very Involved Parents have helped deliver **49 LINC programs** over the last year



Our network of over **520 families** in **QUEENS** have built life-changing relationships this past year



The **BRONX** is home to nine easy-to-reach LINC literacy zones for families to get reading resources



This past year, we've hosted **28 early literacy programs** for **NYCHA residents** in **MANHATTAN**

Follow us to journey across LINC neighborhoods and along the marathon route as we prepare for race day!

Share our posts and eblasts!

- Facebook: @literacyinc
- LinkedIn: Literacy Inc.
- Instagram: @lincnyc
- Twitter: @linc\_nyc



# Support our runners

## You're Invited!

Join the LINC community as we cheer on our team of runners for little readers at the official TCS New York City Marathon Charity Cheer Zone, located in the LINC community of East Harlem, at 1st Avenue & 120th Street!

If you will be cheering from somewhere else, you can still live track the progress of our runners along the course by downloading the TCS New York City Marathon App.

Wherever you are cheering, we recommend that you bring:

- Noisemakers
- Handheld Signs
- Pompoms
- Enthusiasm!

THANK YOU for supporting our team of runners for little readers!

You can also support our runners by donating to their fundraising efforts for LINC.

Text to give:  
**RUN4LINC** to  
**44-321** or scan  
the QR code.





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## Save the Date

Sunday November 5th is  
Marathon Day in NYC and  
LINC is an Official Charity  
Partner (for the first time).



OFFICIAL  
CHARITY PARTNER

**tcs**  
NEW YORK CITY  
MARATHON



Our team of dedicated runners is gearing up for this awesome challenge, and we can't wait to cheer them on when they take to the streets to spread their love of literacy.

**See inside for more  
information and ways  
to get involved!**



### Shout it to the World Same LINC, New Look!

LINC is launching a new brand identity on November 1. LINC is now **Literacy in Community**. Our new family-friendly look reflects our core values and renews our commitment to make literacy a value and a right for all children. We are thrilled to share the news with you in this special issue.