

DADELAND MALL

Kids' book club plans a reading blast

The Simon Kidgits Club is hosting a free event, the 2008 Book Blast!, Saturday to help foster children's love of reading.

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Kids of all ages are invited to celebrate the joys of reading at Dadeland Mall's 2008 Book Blast!, which will be held from 3 to 5 p.m. on Saturday in front of JCPenney.

The annual event, hosted by Simon Kidgits Club, is free and open to all kids and their parents. This event, held in Simon Malls across the country, introduces young children to the magic of stories and books.

Celebrity readers, activities and giveaways will bring to life children's stories during this interactive event, which also will include a kids' vote on topics relevant to kids.

Among the activities planned, a special guest reader will highlight the importance of having your voice heard by reading *Vote for Me: All About Civics*. Immediately afterward, the children will vote on kid-friendly topics, including whether peanut-butter-and-jelly or cheese sandwiches are better.

"Book Blast! is an important communitywide event that is enjoyed by parents and kids alike," said Susie Battistini, area director of strategic mall marketing of Dadeland Mall, in a release. "Children love to be read to and can learn the benefits of reading for their own enjoyment. And this year, with elections going on across the country, we thought it would be fun to show kids the importance of expressing their opinions and how it benefits our communities and our country."

A special guest will read *Come Out and Play With the Kidgits!*, the just-published second Kidgits book from the Simon Kidgits Club.

The rhyming book introduces each of the Kidgits Club characters and shows how each is unique in his or her way. Local celebrity readers will also read other children's books, including *Little Critter: It's Earth Day!*, *Bedtime Safari*, *A Pony Show* and *Smash! Crash!*

All kids attending the event will receive a giveaway and activity sheet from the PBS Kids show *Franny's Feet*, and the chance to win prizes. Simon Kidgits Club members also will receive a free copy of *Come Out and Play With the Kidgits!* (while supplies last).

Children who are not yet members can join the Simon Kidgits Club at the event (\$5 membership fee) and receive the new Kidgits book as well.

Book Blast! is part of a national effort by Simon Property Group to help instill a love of books in children and to encourage them to share the joy of reading with others.

Kids and their parents also are encouraged to bring a slightly used or new book for donation to Amigos for Kids.

Simon Kidgits Club Book Blast! is one of several programs and events held throughout the year for members of Simon Kidgits Club, which focuses on health, wellness, education, safety and entertainment for children ages 3 through 8.

Although this event is free to members and nonmembers alike, families can sign up for the Kidgits Club at Dadeland Mall or online at www.simonkidgitsclub.com. Membership includes a Kidgits Club membership card and T-shirt, scheduled entertainment and activities for families, a birthday club (including birthday card and gift redemption certificate), programs and offers, discounts and a quarterly newsletter.

For more information, visit www.simonkidgitsclub.com or call The Dadeland Mall at 305-665-6227.

