

For Immediate Release  
July 6, 2015

NEWS RELEASE

Contact: Kara de Alvare  
Marketing Coordinator, Holland Farmers Market  
44 West Ninth Street, Holland, MI 49423  
616-796-0472 | [k.dealvare@cityofholland.com](mailto:k.dealvare@cityofholland.com)  
[www.hollandfarmersmarket.com](http://www.hollandfarmersmarket.com)

**READY FOR SCHOOL AND MOLINA HEALTHCARE TO GIVE AWAY FREE CHILDREN'S BOOKS AT HOLLAND FARMERS MARKET THIS WEDNESDAY**

Holland, MI – This Wednesday, July 8, Ready for School, Molina Healthcare and Comprehensive Therapy Center will partner together to give away up to 800 free children's books at the Holland Farmers Market Kids Activities, thanks to Molina Healthcare's generous sponsorship of the weekly event. The partner organizations and the Holland Farmers Market hope that the book giveaway helps promote early childhood education while encouraging children and their parents to continue to read and learn together over the summer months when school is not in session. Books will be given away at the Kids Activities beginning at 10:00 am until supplies last.

In addition, the staff from Ready for School will be on hand as part of the Kids Activities to teach children all about the world of seeds. Children will have the opportunity to plant their own seeds to take home while exploring different seed shapes and sizes and learning about how seeds grow. Herrick District Library will also hold their weekly Market Story Time on Wednesday at 9:30 am prior to the start of the Kids Activities.

Ready for School is a broadly based Holland/Zeeland/Hamilton community initiative with the goal of ensuring that every child is prepared to succeed when entering into kindergarten. Statistics have shown that less than half of our community's children were prepared for school when they entered kindergarten at age 5. Ready for School works to engage and inform parents about the importance of investing in every child, and they work to expand and enhance early learning opportunities in the area. For more information about Ready for School, visit [www.readyforschool.org](http://www.readyforschool.org).

The Kids Activities at the Holland Farmers Market take place every Wednesday from 9:30 am – 12:00 pm from June 10 through August 26. Each week, the Farmers Market partners with a local non-profit organization or local business to host creative, educational and hands-on activities for children ages 3 - 10. Activities are free to attend and begin with a Market Story Time led by the Herrick District Library. Children must be accompanied by a parent/guardian at all times.

Molina Healthcare Inc. is the exclusive sponsor of the 2015 Kids Activities. Molina Healthcare Inc., a FORTUNE 500 company, provides managed health care services under the Medicaid and Medicare programs and through the state insurance marketplaces. Molina serves more than 3

million members through their locally operated health plans in 11 states across the nation and in the Commonwealth of Puerto Rico. Dr. C. David Molina founded the company in 1980 as a provider organization serving low-income families in Southern California. Today, they continue his mission of providing high quality and cost-effective health care to those who need it most. For more information about Molina Healthcare, please visit them online at [www.molinahealthcare.com](http://www.molinahealthcare.com).

The Holland Farmers Market, located in Downtown Holland, features over 75 local vendors selling everything from fresh fruits and vegetables to plants, baked goods, floral arrangements, dairy products, and much, much more. The Market also features a food court with dining options for breakfast and lunch, as well as street performers who entertain the crowds with music, magic and more. In addition, the Market is home to special events, including weekly kids activities, a salsa-making and jalapeno-eating contest and a professional pumpkin carving competition. The Holland Farmers Market is open every Wednesday and Saturday from 8:00 am – 3:00 pm from mid-May and through mid-December, rain or shine. Be sure to come early for the best selection! No pets of any kind are allowed at the Market. Bridge cards are accepted and an ATM is located onsite.

Additional Information: [WEBSITE](#) | [FACEBOOK](#) | [TWITTER](#) | [PINTEREST](#)

###