

**DEPENDABLE CLEANERS SPONSORS 13TH ANNUAL *READ TO RIDE*:
READ FOR THE CHANCE TO WIN BIKES**

Program has encouraged area children to read more than 58,000 books during first twelve years!



QUINCY, MA (May 12, 2011) – Dependable Cleaners is giving area children another reason to hit the books this summer with its 13th Annual *Read to Ride* reading incentive program. The community endeavor offers children, ages 6-15, the chance to win a bike and helmet for every book they complete within the weeks of the program.

Participating in *Read to Ride* is easy! Entry forms and program rules will be available at all 16 Dependable Cleaners locations, with home delivery drivers, and participating bike shops starting **May 16, 2011**. Children may enter once for each book they read. A parent or guardian must sign the entry form, verifying that the book was completed. Two winners' names will be drawn weekly from June 6 until July 19, 2011.

For twelve years in a row, *Read to Ride* has successfully promoted literacy by encouraging children to read during the summer months, with the opportunity to win exciting prizes. ***Since the program began in 1999, area children have read more than 58,000 books!*** In addition, 194 children have pedaled away on brand new bicycles as a reward for their reading efforts.

“The success of this program relies heavily on the cooperation of area schools, their directors and superintendents, as well as the overwhelming number of parents who encourage their children to read during the summer months,” said Christa Hagearty, President of Dependable Cleaners and a mother of three children. “Many parents have reported that our *Read to Ride* program instilled a positive reading habit in their children.”

“Children who develop a love of reading at an early age are often more successful in school, and in life,” she continued. “We’re proud of the success of *Read to Ride* and we’re happy to continue offering this program.”

Read to Ride 2011 is sponsored by Dependable Cleaners in conjunction with: *The*

Patriot Ledger; Farina's Bicycle Center in Watertown; Anderson Bicycle in Quincy; Storybook Cove in Hanover; Buttonwood Books in Cohasset; and The Braintree Book Rack in Braintree. More information about *Read to Ride 2011* and printable entry forms visit www.DependableCleaners.com. Be sure to log on to find directions to the Dependable Cleaners location nearest you!

Dependable Cleaners, founded in 1944 and headquartered in Quincy, Massachusetts, is a three-generation, family-owned company. There are presently 16 retail locations in Massachusetts and delivery is offered in 30 towns. For more information, or a list of locations, please call Dependable Cleaners at 617-471-1900 or log onto www.DependableCleaners.com.

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