

FOR IMMEDIATE RELEASE

**PETERSEN AUTOMOTIVE MUSEUM LAUNCHES NEW CHILDREN'S
LITERACY INITIATIVE WITH THE SCREEN ACTORS GUILD
FOUNDATION**

*Actor Lou Diamond Phillips Introduces "BookPALS at the PETE!"
Unveiling the Magic of Books to Los Angeles Area Children – June 5, 2004*

LOS ANGELES (May 18, 2004) – The Petersen Automotive Museum, a non-profit 501 (c)(3) charity and one of the nation's largest and preeminent automotive museums, announces the inaugural children's storytelling program entitled ***BookPALS at the PETE!*** In collaboration with the Screen Actors Guild (SAG) Foundation's national literacy program BookPALS (Performing Artists for Literacy in Schools); the Museum will host the on-going monthly program to expose children to the magic of books. On Saturday, June 5th BookPALS national spokesman Lou Diamond Phillips will kickoff the Petersen Automotive Museum's latest educational program with a special reading at the Museum's May Family Discovery Center (6060 Wilshire Blvd, LA, CA 90036) from 3:00- 3:30 p.m. The event is free to Museum visitors and the opening session is aimed at children in grades K-5.

"The Screen Actors Guild Foundation is happy to accompany the Peterson Automotive Museum on this road trip to storyland," states SAG Foundation Executive Director Marcia Smith.

Tony nominated actor Lou Diamond Phillips joined the SAG Foundation's literacy campaign last month when he agreed to will represent BookPALS in all promotional campaigns and to speak on a wide variety of literacy-related topics throughout the U.S. The father of three young girls first came to the public's attention when he starred as Ritchie Valens in ***La Bamba*** (1987). He will next be seen in ***Gone But Not Forgotten***, a Hallmark miniseries co-starring Brooke Shields.

"*BookPALS at the PETE!* is the latest chapter in our on-going Discovery Days programs for children," says Yin Yoon, Education Manager at the Petersen Automotive Museum, "Keeping young people excited about books and reading at a time when video technology imparts such a strong influence on their lives is no small task. With the help of high visibility celebrities we hope we can help re-ignite a love of reading that will remain with these children for a lifetime."

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About SAG Foundation

The Screen Actors Guild Foundation ([HYPERLINK "http://www.sagfoundation.org" www.sagfoundation.org](http://www.sagfoundation.org)), the charitable, educational and humanitarian arm of the Screen Actors Guild, has reached the community at large with its nationally recognized *BookPALS* and *Storyline Online* programs. *BookPALS* is one of the fastest growing literacy programs in the country. It is an all-volunteer program with more than 3,000 dedicated readers in 15 branches nationwide. Volunteers promote the joys of reading to more than 100,000 preschool to fifth grade students, in groups both large and small, in more than 2,000 schools each week. Professional actors read books to children at public elementary schools, museums and fairs, online and over the phone, helping to introduce them to the wonderful world of reading and the benefits of literacy.

This progressive program also extends its literacy message directly into schools and homes via its new media initiative launched in 2002, *Storyline Online* ([HYPERLINK "http://www.bookpals.net/storyline" www.bookpals.net/storyline](http://www.bookpals.net/storyline)) featuring online streaming of celebrity-read stories complete with interactive lessons and activity guides.

About the Petersen Automotive Museum

On June 10, 2004 the Petersen Automotive Museum will celebrate its 10-Year Anniversary. As the city's "automotive icon," the Museum serves the people of the Los Angeles area and the worldwide automotive community, collecting and preserving important objects, rare and valuable vehicles and providing education and information on the history of the auto and its impact on American life and culture.

The Petersen Automotive Museum, a 501(c)(3) non-profit charity, is located at 6060 Wilshire Boulevard (at Fairfax) in Los Angeles. Admission prices are \$10 for adults, \$5 for seniors and students with ID, and \$3 for children ages 5 to 12. Museum members and children under five are admitted free. Covered parking is available for \$6.00 per car. Museum hours are Tuesday through Sunday and holiday Mondays from 10 a.m. to 6 p.m. For general Museum information, call 323/930-CARS or visit the Museum's Web site address at [HYPERLINK "http://www.petersen.org" www.petersen.org](http://www.petersen.org)

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