



Contact: Karen Frashier, APR, Fellow PRSA
kfrashier@mhcinc.org
813-239-8172

FOR IMMEDIATE RELEASE:

Pirate ship built of books donated to UCP by KPMG/Tampa

PHOTO CAPTION (Nov. 20, 2012) – Pirates may be all about the treasure. The mateys at KPMG LLP’s Tampa office are all about books for kids. They built the KPMG Bounty out of books for pre-school kids at United Cerebral Palsy of Tampa Bay. Operation Bookitecture is part of the firm’s annual Family for Literacy campaign. The campaign has distributed nearly two million new books in more than 90 communities across the country since 2007.

“We decided to name our pirate ship of books the KPMG Bounty in homage to the replica that went down at sea during hurricane Sandy,” said Beverly Kieny, a design, proposals and presentations coordinator, who helped lead the office’s book building efforts. “But the real treasure of this project is that KPMG will donate more than 100 new books for local children to keep and take home, making the holidays a little brighter for our Tampa area families.”

KPMG Tampa associates mastering the conference table-sized Bounty include Kira Warnock, Roshini Patel, Jen Schultze, Beverly Kieny, Pat Cook, (back) Michael George, Trey Wells, David Drobnick and Dennis McAllister.

Media invitation:

KPMG team members will read to children enrolled in UCP’s daycare as part of a teaching day for parents on. Please email [Karen Frashier](mailto:kfrashier@mhcinc.org) if you plan to cover this fun event.

December 3, 2012

10 a.m.

2215 E. Henry Ave.

Tampa, FL 33610

KPMG Family for Literacy

KPMG’s community giving focuses on youth and education. They understand the toughest roadblock to children’s literacy in low-income communities is a lack of books. Managed in collaboration with the non-profit organization First Book, KPMG’s program provides new books to children in need. This unique program harnesses the energy and enthusiasm of KPMG’s extended family including retirees, interns, alumni and their families and friends. In addition these dedicated volunteers visit classrooms, read to children, and personally put new books into the hands of children—in many cases, the first books their families have ever owned. Family for Literacy was founded in 2007 by the spouses of KPMG’s former chairman and deputy chairman.

About KPMG

KPMG LLP, the audit, tax and advisory firm (www.kpmg.com/us), is the U.S. member firm of KPMG International Cooperative (“KPMG International”). KPMG International’s member firms have 145,000 people, including more than 8,000 partners, in 152 countries.

About United Cerebral Palsy

United Cerebral Palsy (UCP) educates, advocates and provides support services through an [affiliate network](#) to ensure a life without limits for people with a spectrum of disabilities. Together with nearly 100 affiliates, UCP has a

mission to advance the independence, productivity and full citizenship of people with disabilities by supporting more than 176,000 children and adults every day--one person at a time, one family at a time. Together, with parents and caregivers, UCP will continue to push for the social, legal and technological changes that increase accessibility and independence. For more information, please visit www.ucptampa.org.

###