



Press Release

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Contact: Jesse Ramer

Development & Communications Manager

First 5 Napa County

415.948.1324

jesse@first5napa.org

New Early Literacy Program Brings Free Monthly Books to Napa's Youngest Residents

Dolly Parton's Imagination Library Now Available for All Children Ages Birth to Five in Napa County

6/9/2025 – Napa, CA. First 5 Napa County, Napa County Office of Education and the NCOE Foundation are helping bring the excitement of reading into more homes of local Napa County families through the rollout of Dolly Parton's *Imagination Library* program. Families residing in Napa County will be able to sign up for a free monthly book gifting program. The program is available to all children under 5 years old. The free books are high-quality, age-appropriate, and available in English or bilingual English/Spanish.

The community is invited to an in-person launch of the new program on June 18, 2025, 1:30 p.m. at the Napa County Office of Education's Early Learning Center (74 Wintun Court, Napa). Information about the program, treats and story time will be featured at the launch.

Families interested in signing up for free bilingual books from the Napa County Imagination Library should visit napaimaginationlibrary.org to register. For questions email hello@first5napa.org (English and Spanish support available).

"We are all about programs that support young kids, and early reading and family engagement is so critical that this is a natural fit. We're thrilled to help bring this to Napa County," said Ashley Walker, Executive Director of First 5 Napa County.

"NCOE and the NCOE Foundation are always looking for unique ways to serve the families of Napa County," said Dr. Barbara Nemko, Napa County Superintendent of Schools. "We're pleased to partner on this free and valuable resource to support Napa County families, and we hope to see every eligible family sign up to participate."



The History of the Dolly Parton Imagination Library

Dolly Parton launched the Imagination Library in 1995 to foster an early love of reading and learning in her hometown of Sevier County, Tenn. The Imagination Library has since become the highest quality, most recognizable and most effective book gifting resource in the world.

Napa now joins numerous other counties in California providing book deliveries in their home areas.

The Partnership Bringing Free Books to Napa

According to Census data, Napa County has approximately 6,000 children ages birth to 5 years old. To help make sure each eligible family is aware of the program, First 5 and The NCOE Foundation are coordinating regular community outreach along with interested business supporters and a team of local residents, educators and civic organizations. The funding needed to administer the project will scale according to its adoption.

Community organizations and additional partners also supporting the program launch in Napa County include the Napa County Health and Human Services Agency, Child Start, Inc. and Kiwanis Club of Napa.

About Dolly Parton's Imagination Library

Since launching in 1995, Dolly Parton's Imagination Library has become the preeminent early childhood book-gifting program in the world. The flagship program of The Dollywood Foundation, a 501(c)(3) non-profit organization, has given over 270 million free books in the United States, Canada, United Kingdom, Australia, and The Republic of Ireland. This is achieved through funding shared by The Dollywood Foundation and local community partners. In total, Imagination Library mails more than 3 million high-quality, age-appropriate books directly to children's homes each month – at no cost to families. Dolly envisioned creating a lifelong love of reading and inspiring children to Dream More, Learn More, Care More and Be More.

Penguin Random House is the exclusive publisher of Dolly Parton's Imagination Library. For more information, please visit imaginationlibrary.com.



About First 5 Napa County

In 1998, voters passed a statewide ballot initiative – California Children and Families Act (Proposition 10) – creating a 50 cent per pack tobacco tax in support of an integrated system of early childhood development services. The following year, the Napa County Board of Supervisors established the Napa County Children and Families Commission (now First 5 Napa County) to distribute funding from Proposition 10 and provide resources to support a comprehensive system of services for children aged prenatal to 5 in Napa County to enter school healthy and ready to learn. More information is available at www.first5napa.org.

About the NCOE Foundation

The mission of the NCOE Foundation is to build strong and healthy children, families, and communities. The NCOE Foundation is raising funds to support the programs of the Napa County Office of Education that provide direct support and services to students.

In Napa County, children and youth whose learning needs cannot be met in traditional school settings are thriving in programs of the Napa County Office of Education (NCOE). From toddlers to teenagers, NCOE provides targeted services to address the needs of the most underserved young people across the county. Learn more at www.napacoe.org/about/ncoe-foundation/.

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