



FOR IMMEDIATE RELEASE:

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**Associa and Associa Supports Kids Launch Campaign for Reading and Literacy
First 50 “Likes” Receive Children’s Book Series**

DALLAS, Texas (March 2, 2012) – Just in time for Read Across America Day, [Associa](#), the largest community management services firm in North America, and [Associa Supports Kids](#) launch a social media campaign in support of reading and literacy.

Beginning March 2, the first 50 people to “Like” Associa at www.facebook.com/associa will receive the ASK series of children’s books, featuring [Scout](#), ASK’s loveable mascot. The series follows Scout on his adventures as he shows kids how to be safe while enjoying every day fun activities in his community.

- **Scout Goes to a Sleepover** reminds kids about safety in and around the home, even when spending the night with a best friend.
- **Scout Stays Active and Strong** shows kids how fun and easy it is to be safe, healthy and strong while doing their favorite activities like soccer or karate.
- And **Scout Goes to the Beach** focuses on water safety and the essentials of summer fun.

“The Scout book series provides a great reason to pick up a book and read with your children. The ASK book series is written specifically to introduce safe and healthy activities to children in a fun and entertaining way. Best of all, they encourage literacy and learning,” said Carol Piering, senior vice president of corporate communications for Associa.

Each book in the series is a 12-page hardcover illustrated children’s book. For more information about ASK or the Scout books call 800.808.4882 or email associasupportskids@associaonline.com.

To be one of the first 50 people to “like” Associa and receive the ASK children’s book series, visit www.facebook.com/associa.

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ABOUT ASSOCIA SUPPORTS KIDS:

Associa Supports Kids is a value-added program for Associa community residents, designed to enhance the neighborhood community experience year-round. The program focuses on educating parents and kids about safety and fitness. Associa is passionate about the communities it serves. Through the ASK program, the company shares that passion by educating parents and their children about safety in and around the home. At neighborhood events, Scout, the ASK mascot, hands out Safety Tip coloring books, plush Scout toys, rub-on tattoos, and Scout's own books, like *Scout Goes to the Beach*, *Scout Goes to a Sleepover*, and *Scout Stays Active and Strong* to each child in attendance. Parents receive an ASK safety brochure and a ChildPrint identification kit. In addition, ASK is focused on keeping kids strong and healthy by promoting physical activity through sports sponsorships. For more information on both the Safety and Sports Sponsorships programs, visit www.associasupportskids.org.

ABOUT ASSOCIA:

Building successful communities for more than 30 years, Associa is North America's largest community association management firm and serves its clients with local knowledge, national resources and comprehensive expertise. Based in Dallas, Associa and its 8,000 employees operate more than 140 branch offices in the United States, Mexico and Canada. To learn more about Associa and its charitable organization, Associa Cares, go to www.associaonline.com and www.associacares.com. Find us on [Facebook](#), follow us on [Twitter](#) and [LinkedIn](#), and watch us on [YouTube](#).