

July 23, 2010

FOR IMMEDIATE RELEASE

Contacts:

Dr. Sara Mansbach
Executive Director
Ready 4 Reading™
(864) 250-8868

Diana Bozzuto
Assistant Vice President
BB&T
(864) 282-3346

Greenville – Ready 4 Reading has teamed up with volunteers from BB&T to fulfill its mission, helping to guide underserved parents and caregivers of children ages 0 – 4 to create a love of books, develop reading readiness, and provide children’s books in homes. Fourteen employees from the BB&T Leadership Development Program Team volunteered approximately 3 hours of their time to help create a reading nook for the children at Pleasant Valley Head Start. This first Reading Nook Project was dedicated on July 22, 2010.

The books in BB&T’s reading nook will provide hundreds of additional titles to circulate home to read, and in addition the nook contains other literacy related activities such as alphabet puzzles. “This reading nook is fabulous. During the day, teachers can spend special time with their children. Then in the afternoon, parents and grandparents can take books home to read,” said Erion Rosemond, Center Director.

Ready 4 Reading and BB&T challenge other companies to create reading nooks of this type in other preschool centers served by Ready 4 Reading. According to Board Chairman Edward MacMillan, preschoolers’ exposure to many books will have a huge impact on first grade success. To volunteer or for more information, please visit their website:
<http://ready4reading.org>

“We wanted to work with Ready 4 Reading because of the great work they do in Greenville,” said Diana Bozzuto, Assistant Vice President at BB&T. “We’re proud to team up with them and help in any way we can.”

The BB&T volunteers are taking part in the company’s second annual Lighthouse Project. The teams have each selected a project to assist a non-profit agency to complete during August or September to make a positive impact on the lives of people in need. BB&T hopes their efforts encourage others in the community to volunteer their time and support organizations such as Ready4Reading and Pleasant Valley Head Start.

Last year, BB&T employees donated nearly 53,000 hours to help improve the lives of 1.6 million people in 25 states. Employees overwhelmingly voted to bring back the initiative this year. For more information about the Lighthouse Project, go to www.bbt.com/bbt/lighthouseproject/.

About Ready 4 Reading™

Ready 4 Reading, a 501 c 3 nonprofit that serves Greenville and surrounding counties in Upstate South Carolina, guides underserved parents and caregivers of newborns through preschoolers to create a love of books, develop readiness for reading, and provide books in homes. The overall goals of all programs are to: 1) Motivate low-income families to read to their youngest children; and 2) Provide preschool children with an early language foundation leading to high school graduation and a literate future. Ready 4 Reading offers circulating book bags in classrooms., volunteer readers for Head Start, bilingual and teen workshops, and bookshelves with take-home books for home libraries. Its staff and over 130 volunteers served more than 3,500 families in the past year.

About BB&T

As of March 31, 2010, BB&T Corporation (NYSE: BBT) is the 10th largest financial services holding company in the U.S. with more than \$163 billion in assets and market capitalization of \$22.4 billion. Based in Winston-Salem, N.C., the company operates more than 1,800 financial centers in 12 states and Washington, D.C., and offers a full range of consumer and commercial banking, securities brokerage, asset management, mortgage and insurance products and services. A Fortune 500 company, BB&T is consistently recognized for outstanding client satisfaction by J.D. Power and Associates, the U.S. Small Business Administration, Greenwich Associates and others. More information about BB&T and its full line of products and services is available at www.BBT.com.

###