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White House Easter Egg Roll 1999

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

April 5, 1999

REMARKS BY THE PRESIDENT AND FIRST LADY
AT ANNUAL WHITE HOUSE EASTER EGG ROLL RECEPTION

The South Lawn

10:04 A.M. EDT

MRS. CLINTON: Hello, everyone. Welcome. We're so pleased you could be here; we're just a little sorry that it's cooler than we would like for you all to have a wonderful day today.

I just wanted to say a special word of welcome to all of the children. And we have a lot of children here who have disabilities or illnesses, and we're so pleased that they could be part of today's celebration. It is the 121st Egg Roll here at the White House, and so you're part of a very special, historic tradition.

Now, today, one of the things you'll get, in addition to your egg, is this Prescription For Reading, which we want all of you to take home, along with the book you'll get from Scholastic, because we hope that you and your moms and dads and big brothers and sisters and grandparents and everybody in your family will spend time this year reading to each other and that the book you get today, somebody will read to you, if you can't read. But if you can read, I hope you'll read it yourself and maybe read it to somebody younger than you.

So welcome, welcome, welcome to the Easter Egg Roll. And now I'm going to introduce the person who will make it official in just a very few minutes, the President of the United States, Bill Clinton. (Applause.)

THE PRESIDENT: Thank you very much. I want to welcome you to the White House today. And before I say anything else, I want to say in this season of peace for us I know all of us will send our thoughts and prayers to our men and women in uniform in Kosovo, and our prayers and best wishes to the many thousands of refugees that have been generated by that terrible conflict.

Now, let me first begin by thanking our sponsors who make this possible every year. And I thank the White House volunteers. I'd also like to thank the staff for preparing -- listen to this --

7,000 eggs for today's event. (Applause.) That's more than we ask them to prepare for a State Dinner. (Laughter.) I'd also like to thank Scholastic, Inc. for the Prescription for Reading program that Hillary mentioned; and tell you all that we have tried to make this an occasion for family learning, for children and their parents to learn together. The Prescription is one example.

You can also see an electronic presentation on the White House at the CD-ROM pavilion. You can meet American figures in our history at the Historical Fun Stage. There will be a lot of storytelling sessions. We have a lot of old regulars here, and a lot of new people like Jamie Lee Curtis, who's come to join us this year. And we thank all of them for participating.

Now, I want to get on with the show, but I want to know: where are the people for the Easter Egg Roll? Are we down there? Turn around. If you want to see it, they're down right behind us.

MRS. CLINTON: And over there, too.

THE PRESIDENT: And over there. Are you ready? Where's our famous, fateful whistle blower? All right. On your mark -- get ready, set, go.

(The Easter Egg Roll commences.)

END

10:12 A.M. EDT

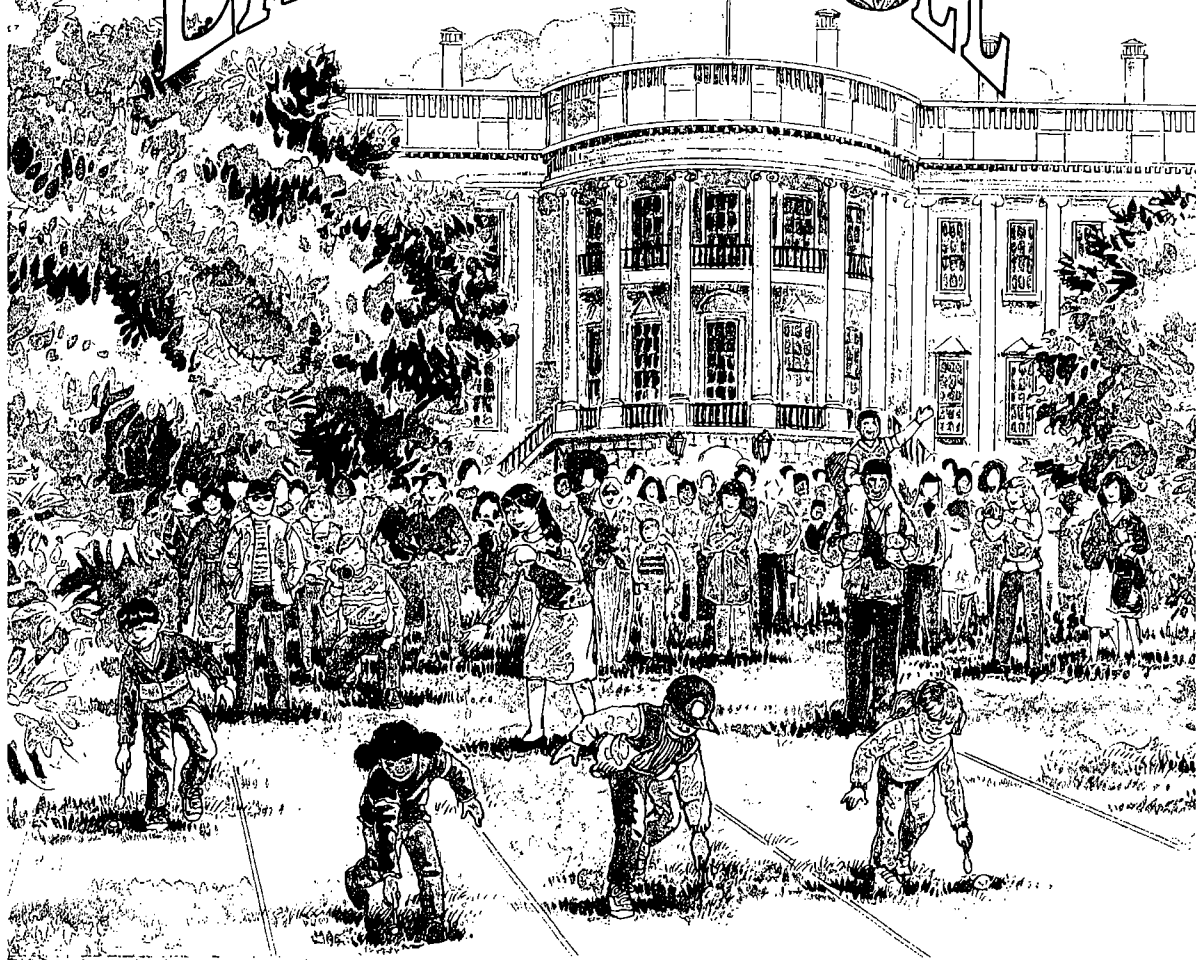
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The White House EASTER EGG ROLL



Nicole,

Thanks for your help and interest.

Margaret

6-6306

THE WHITE HOUSE
WASHINGTON

Nicole -

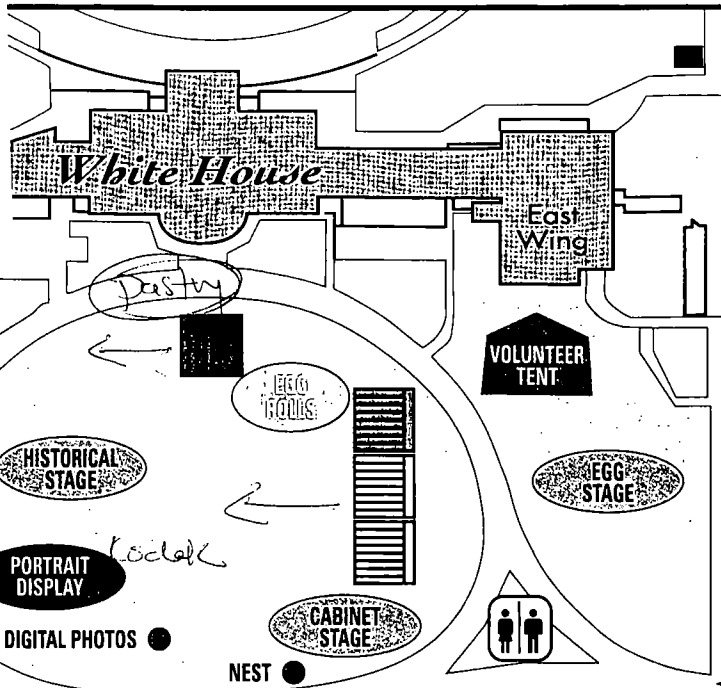
If possible we'd like a paragraph about Prescription for reading to go in highlighted area.

The map is from last year when we highlighted the cybercast. The map won't change much this year.

Call me @ 6/20/04 if you need further info - I appreciate your help on this!

Harry

*Great chefs
Display*



Sign-language interpreters are available.



Please self-identify at the entry gate to the South Lawn or to a Park Ranger on the Ellipse.

Complimentary Breakfast & Snacks,

behind the Ellipse bleachers, beginning at 7:00 a.m. – juice, bananas, raisins, doughnuts, chocolate, shortbread

E. Executive Avenue

S.W. GATE

S.E. GATE

E Street

WHITE HOUSE VISITOR CENTER

The Ellipse

Prescription for Reading

In 1998 there are more egg roll lanes, which should reduce waiting. The distribution to children of the souvenir White House wooden eggs is at the exit, to minimize congestion on the lawn. Activities on the lawn include celebrity storytelling for young children, lots of photo opportunities, and the chance to use a CD-ROM to take a virtual tour of the White House or to explore the national 5 A Day Adventures nutritional program. Children also have the opportunity to write messages to the President and dye and decorate Easter eggs.

Everyone can still be part of the event, even those not on site. For the first time in history, the Easter Egg Roll is broadcast on the Internet. Ten cameras provide a real-time view of each storytelling area, the egg roll lanes, and the welcoming remarks by The President and Mrs. Clinton. Check out the whitehouse.gov or easter.earthlink.net web sites. Internet viewers can choose which event to watch and listen to by clicking on a selected camera icon on the cybercast site. It features a map with links to all the cameras, a schedule of personalities and events, links back to the White House, information about the cybercast technology and its deployment, educational links, and helpful lesson plans about the Internet for teachers.

The cybercast has the capacity for more than 3 million page views and as many as 300,000 or more concurrent visitors, almost 10 times the expected physical attendance at the White House Easter Egg Roll.

Bleachers

ELLIPSE MUSIC STAGE

DOLE TENT

KRISPY KREME TENT

PERUGINA & WALKER'S TENT

VISITOR PAVILLION

EGG ROLL LANE

TICKETS



INTERNET FUN

WRITE THE PRESIDENT

FOUNTAIN STAGE

EGG DECORATING

BUNNY STAGE

CD-ROM PAVILLION

SPRINGTIME TRADITIONS

PHOTO SITE



PORTRAIT DISPLAY

HISTORICAL STAGE

CABINET STAGE

NEST



VOLUNTEER TENT

East Wing

White House

INSERT FOR EASTER EGG ROLL BROCHURE PRESCRIPTION FOR READING

This year, the Easter Egg Roll will feature an innovative effort called Prescription for Reading. Recent scientific findings tell us that reading and talking to very young children is valuable for their healthy development, yet many parents are unaware of the importance of reading to their children when they still very young. Launched by the First Lady two years ago, the Prescription for Reading initiative uses the influence of doctors, health care professionals and librarians to ensure that all children become successful readers. Through the Prescription for Reading effort, doctors “prescribe” reading for parents and their children, writing actual prescriptions for this important family activity. Prescription for Reading draws from the support of a range of private partners -- from booksellers, publishers, libraries and hospitals to pediatricians, health centers, corporations and associations -- to advance this effort and bring books into the hands of parents and children. This year at the Easter Egg Roll, children and families will receive “Prescriptions for Reading” signed by First Lady Hillary Rodham Clinton and Surgeon General David Satcher. Families will be able to “fill” these prescriptions on the South Lawn by receiving a book donated by Scholastic, Inc.. For more information about the Prescription for Reading partnership, please call 617-414-5701 or visit to the website of either Reach Out and Read at <http://www.reachoutandread.org>, or the American Library Association’s Born to Read initiative at http://www.ala.org/alsc/raise_a_reader.html.

Nicole R. Rabner

03/19/99 09:38:33 AM

Record Type: Record

To: Holly H. Thoden/WHO/EOP
cc:
bcc: Records Management
Subject: Re: 

I'll take care of getting all the vital statistics from the group of guests. I may want to amend that draft text (which I wrote in all of 5 minutes), so after you and Melinda have played with it, can I see it once more for comment? Or, I can work on it today and try to finalize, whichever works for you.

I can only imagine how harrowing the prescription pad creation has been. My suggestion would be to check "20 minutes a day" on all of them.

I'd love to see the backdrop, as well, before we sign-off -- yes, Scholastic is supporting it, I understand (and they are doing it with their own people, right?). I think it should say "Prescription for Reading" not "Reach Out and Read" -- I assume that's what they're doing, right? And, yes, it's okay for the Scholastic folks to keep the banner even if it has HRC's signature (I'll talk to them about when they can and can't use it).

I have a meeting from 10 to 11:30, but will be in my office after that if you want to check in before you leave.

Thanks so much, Holly.
Holly H. Thoden

 **Holly H. Thoden**
03/18/99 08:05:52 PM
.....

Record Type: Record

To: Nicole R. Rabner/WHO/EOP
cc:
Subject: Re: 

Nicole - thanks for all of your info. As for the guests for the reception, if I could get everyone's name, dob, SS#, and address (just to be on the safe side) that would be great - we are hoping to send invites, actually the Social Office does that, we provide the list. Having all information would be great. The reception is at 8:30 a.m. on Monday April 5, and they are to arrive at the East Appointments Gate.

As for the paragraph you provided - it's right on target! I need to run it past Melinda and may

change a few very small things, but this is just what I was looking for. I'll let you know of any changes I make.

Still working on the #&*@% prescription pad - I hope I was not short with you earlier, if you could have seen me - completely unsophisticated w/ glue and scissors everywhere - not impressive - thought it would be much "simpler" if I did it myself - WRONG! I did make the Prescription line as large as it can get and I liked your idea of saying " Get your prescription filled at the Bunny Bookstop" - much better. What do you think of some of the pads having the "every night at bedtime" part checked, and others having the other line checked - or should we do all one? I'll leave that up to you, makes no difference to me.

I spoke w/ Kristine at Scholastic today and she's fed-exing a copy of what the backdrop will look like, they did agree to pay for it, correct? And, afterward they will keep it - does it matter that the First Lady's and Surgeon Generals names are on it?? Just wondering, it certainly makes no difference to me - I'm always hesitant, however when signatures are involved. When I get the copy, I'll bring it over.

I'm leaving early tomorrow, around 2, so lets try to touch base before then. Thanks Nicole for all your help - this is shaping up to be a really nice addition!!

Talk to you soon,
Holly



Visitors Office
White House
Washington, DC 20502

Date: 3 / 18 / 99

To: NIKOLE RABN 42

Company: _____

Fax #: 62878

From: Holly Phone 202-456- 1204

Pages, including this cover page: _____

Message:

What do you think? I thought we'd
handwrite a check mark in one of the
~~spaces~~ spaces. Talk to you soon!

If you have any problem with this transmission, please call:

202-456-2322 phone

202-456-2370 fax

PRESCRIPTION FOR READING**SHARE A BOOK WITH YOUR CHILD***

____ Every night at bedtime

____ For 20 minutes every day



**WHITE HOUSE
EASTER EGG ROLL
1999**

*Redeem books at the
Bunny Bookstop!

Hillary Rodham Clinton

Janice Butcher

United States Surgeon General

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____ For 20 minutes every day



**WHITE HOUSE
EASTER EGG ROLL
1999**

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Hillary Rodham Clinton

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**WHITE HOUSE
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1999**

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Bunny Bookstop!

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United States Surgeon General

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____ For 20 minutes every day



**WHITE HOUSE
EASTER EGG ROLL
1999**

*Redeem books at the
Bunny Bookstop!

Hillary Rodham Clinton

Janice Butcher

United States Surgeon General

PRESCRIPTION FOR READING



Share a Book with Your Child

- Every night at bedtime
- For 15 ²⁰ minutes every day

Hillary Rodham Clinton
First Lady of the United States

United States Surgeon General

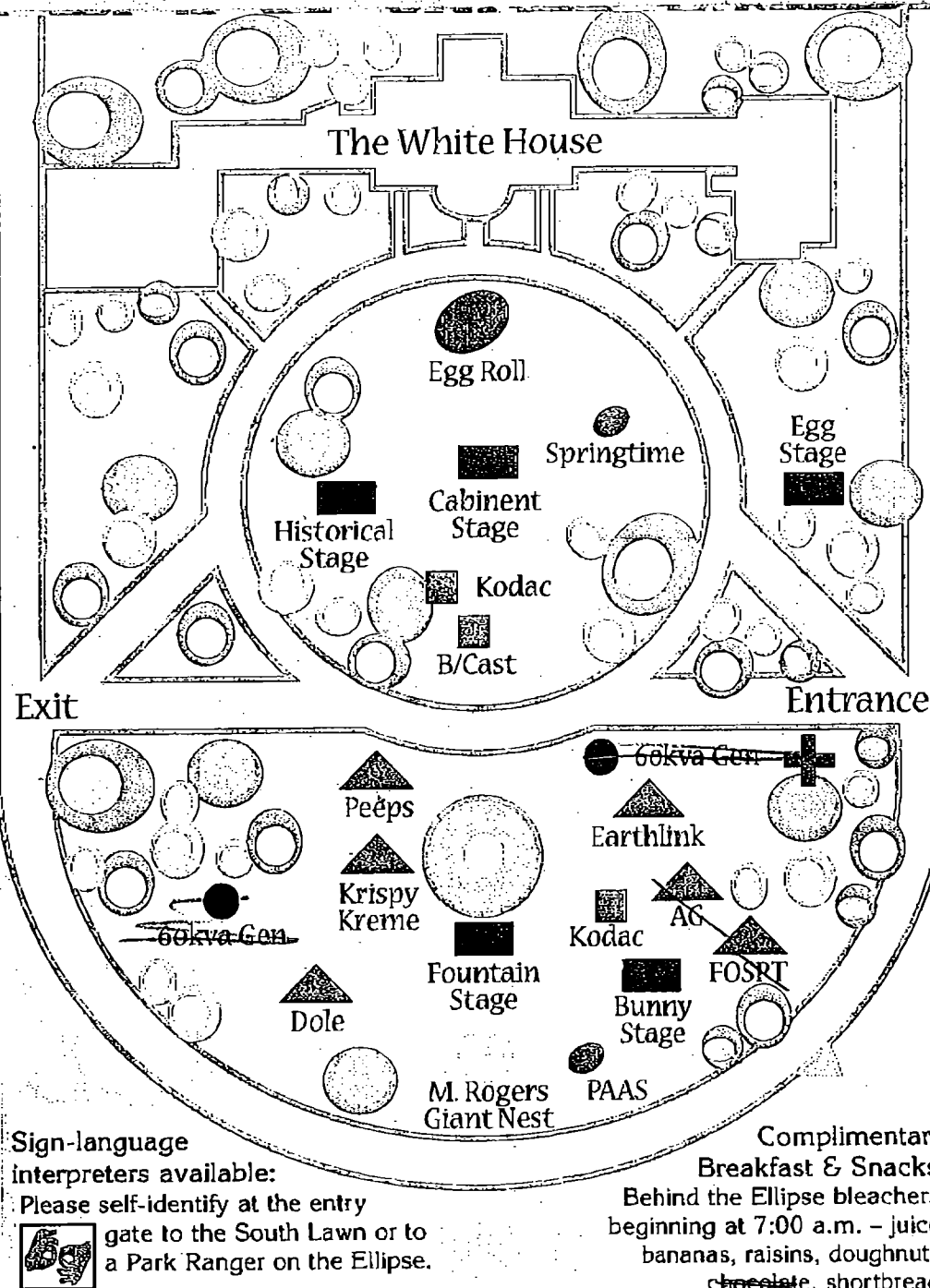
For more info...

NICOLE RABNER
VIAFAX 62878
2 pages

Nicole - this is a rough draft of what I'm thinking for the Prescription Pad.

Still awaiting the Surgeon Gen's signature
Please let me know what info you'd like on the bottom - Thanks!

Map is ROUGH → the ^{1st} 2nd paragraph is where I'd like to highlight PFR



Map

In 1998 there are more egg roll lanes, which should reduce waiting. The distribution to children of the souvenir White House wooden eggs is at the exit, to minimize congestion on the lawn. Activities on the lawn include celebrity storytelling for young children, lots of photo opportunities, and the chance to use a CD-ROM to take a virtual tour of the White House or to explore the national 5 A Day Adventures nutritional program. Children also have the opportunity to write messages to the President and dye and decorate Easter eggs.

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