



Comedian Magician Mac King and Sammy's Woodfired Pizza Join Forces to Support *Spread the Word Nevada: Kids to Kids*

Book drive kicks off March 1 at all Nevada Sammy's Woodfired Pizza locations

LAS VEGAS – February 14, 2008 – Comedian magician Mac King and Sammy's Woodfired Pizza join forces to support *Spread the Word Nevada: Kids to Kids* during Mac King's March Book Drive March 1-March 31.

Mac King's March Book Drive promotion encourages Sammy's Woodfired Pizza guests to bring in a new or gently used children's book targeting ages 4-12. In exchange for the book donation, Sammy's Woodfired Pizza will provide a free Giant Messy Sundae® certificate to customers. Mac King Comedy Magic Show ticket holders are also encouraged to donate a new or gently used book at the show to receive a free autographed Mac King *Tricks With Your Head* book.

"A children's literacy program is something I feel very strongly about," said Mac King. "With the large number of families moving to Las Vegas every day," continued King, "Clark County is in need of everyone's help to donate books so that every child can understand the joys of reading."

Mac King's March Reading Soirée, a special reading and pizza-eating event, is scheduled for Monday, March 10 at Sammy's Green Valley location and Monday, March 24 at Sammy's Centennial Hills location. During both events, Mac King will read to a group of children and perform magic and comedy entertainment. There will be Sammy's pizza and sodas available to the children and families. Mac King's March Reading Soirée will begin at 4 p.m. at both locations.

Kids to Kids is an early childhood literacy program sponsored by Spread the Word Nevada, Inc. a 501(c)(3) nonprofit corporation. It provides opportunities for at-risk preschool-5th grade students and their families to improve reading and language skills by developing home libraries of books. These books are read over and over, shared with family members, and treasured forever. This flagship program distributes more than 15,000 books monthly to the children attending 16 elementary schools throughout Southern Nevada. "Breakfast With Books" provides family literacy outreach, and "Books & Buddies," pairs students with a mentor/tutor "buddy" for one-on-one reading practice. These Kids to Kids programs have distributed greater than 897,000 books and have touched the lives of more than 86,000 children and their families. Kids to Kids is changing lives, one book at a time.

Sammy's Woodfired Pizza Nevada locations:

- 7160 North Durango Drive in Montecito Marketplace in Centennial Hills
- 4300 East Sunset Road at Green Valley Parkway and Sunset in the Town Center shopping plaza, between Courtyard by Marriott and Barley's Casino
- 6500 West Sahara Avenue, just east of Rainbow Boulevard

(more)

Mac King and Sammy's Woodfired Pizza Partner with Spread the Word Nevada: Kids to Kids/2

Sammy's Woodfired Pizza, founded by Sami Ladeki in 1989, is known for its gourmet pizzas, tapas, salads and signature Messy Sundae® and has been listed among America's Top Restaurants in the Zagat Survey. Sammy's recently concluded a company wide renovation, which included a full menu revision -- adding more than 20 new tapas to sample and share -- and dramatic new design elements. Owned and operated by the Ladeki Restaurant Group, Sammy's Woodfired Pizza has grown to nearly 800 employees with nine San Diego locations, one in Rolling Hills/Torrance, one in Palm Desert, and three in Nevada. The Ladeki Restaurant Group corporate headquarters is at 565 Pearl St., Ste.225, La Jolla, Calif., 92037 and can be reached at 858-456-8018 and www.sammypizza.com.

Mac King has been recognized with numerous accolades including Magician of the Year by The Magic Castle, "Entertainer of the Year" by the *Las Vegas Weekly* 2004 "Readers Choice Awards," and is a Guinness Book of World Records holder in 2004 for "The World Longest Game of Telephone." King, one of today's brightest and most talented magicians, takes the stage twice daily, Tuesday through Saturday, at Harrah's Las Vegas Casino & Hotel. The Mac King Comedy Magic Show is performed at 1 and 3 p.m. in the Showroom Theatre. Additional information on The Mac King Comedy Magic Show can be found by visiting www.mackingshow.com.

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