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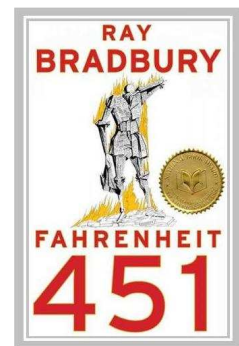
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The Big Read in the Bronx 2013 celebrates Ray Bradbury's *Fahrenheit 451* Join the Bronx Council on the Arts for a Variety of Community Activities! Wednesday | March 20th | 6:00-7:30pm | Westchester Square

(Bronx, NY – March 15, 2013) Join the Bronx Council of the Arts (BCA) for the kick-off celebration of **The Big Read in the Bronx 2013** on Wednesday, March 20, from 6:00-7:30pm, at BCA's future headquarters at 2700 East Tremont Avenue (corner of St. Raymond Avenue) in the Westchester Square section of the Bronx. The evening will include readings from Ray Bradbury's *Fahrenheit 451*. Free copies of the book will be distributed. Audience members will be encouraged to participate in this evening's activities. The building is easily accessible by the #6 train and the BX 8, 31, 40, and 42 buses.

Ray Bradbury's internationally acclaimed novel *Fahrenheit 451* is a master work of twentieth-century literature set in a bleak, dystopian future. Fireman Guy Montag lives in a world where television rules and literature is on the brink of extinction – a world where firemen start fires rather than put them out. His job is to destroy the most illegal of commodities, the printed book, along with the houses in which they are hidden.

Save the Date and join us on **Wednesday, March 20th**, from 6:00-7:30pm with **Baron Ambrosia**, of *Bronx Flavor* fame and star of the Cooking Channel's *The Culinary Adventures of Baron Ambrosia*, who will be our Master of Ceremonies for the evening. The Baron will help us officially kick off The Big Read in the Bronx which this year celebrates Ray Bradbury's *Fahrenheit 451*. RSVP at <http://bigread3202013.eventbrite.com>.



Join us at BCA's future headquarters at 2700 East Tremont Avenue (corner of St. Raymond Avenue) in the Westchester Square section of the Bronx. Get a free copy of the book and participate in the reading of the first chapter. This event is free and open to the public. All are welcome. Additional Big Read events will take place through mid-May. Visit www.bronxarts.org and click on The Big Read for information about upcoming Big Read in the Bronx activities.

The **Bronx Council on the Arts** (BCA) was established in 1962 and celebrates its 50th year in 2012. BCA is a private, non-profit membership organization and the official cultural agency of the Bronx. We are recognized nationally as a leading arts service organization that provides grants, cultural services and programming. We serve the entire county of the Bronx (over 1.3 million residents), and connect with Upper Manhattan, Westchester and regional resources. BCA offers a wide array of services to over 4,800 artists and more than 250 arts and community-based organizations.

For more information about The Big Read in the Bronx: Contact Maria Romano at 718-931-9500 x21 or maria@bronxarts.org, or visit www.bronxarts.org and click on The Big Read.

The Big Read is an initiative of the National Endowment for the Arts in partnership with the Institute of Museum and Library Services and Arts Midwest. For more information, visit www.neabigread.org. **Additional support for this program** is provided by the Scherman Foundation, the Carnegie Corporation, the NYS Council on the Arts, the NYC Department of Cultural Affairs, the NYC Department of Small Business Services and Council Member James Vacca.

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