

Earl Martin Phalen to be Honored at BET Awards

Born into foster care and now helping millions, nationally recognized educational activist Earl Martin Phalen is being honored by the entertainment industry at the BET Awards. Phalen will be presented the Shine a Light / National Heroes Award for impacting multiple communities and being an education hero.

Los Angeles, CA ([PRWEB](#)) June 23, 2010 -- Nationally recognized education leader and social entrepreneur, Earl Martin Phalen is being honored by the entertainment industry at the BET Awards.

Owned by media giant Viacom and distributed to over 104 million households in the United States, Canada and the Caribbean, the BET Awards recognize outstanding achievement in entertainment and professional sports.

The entertainment industry will present Phalen with the Shine a Light / Local Hero Award for impacting communities and being an education hero.



Phalen was born into the foster care system, but graduated from Yale University, Harvard Law School and now leads 25,000 doctors as the CEO of Reach Out and Read.

Reach Out and Read is comprised of 25,000 pediatricians in 4,500 hospitals across the nation. Pediatricians “prescribe reading time” to 3.9 million children annually. It is one of the few medical nonprofits that impact 33% of all low income mothers and infants in the United States.

In addition to leading Reach Out and Read, Phalen is also the Founder of Summer Advantage USA. Recognized by President Obama’s United We Serve Initiative, Summer Advantage USA engages thousands of children each summer in learning and physical fitness.

Prior to his current endeavors, Phalen led a summer and after school learning program that grew from 15 children to over 15,000 scholars in five states.

Phalen notes regarding the BET Award, “This award is a testament to leaders like Dr. Robert Needleman, the founder of Reach Out and Read, and all of our volunteer pediatricians, educators and partners who tirelessly support a brighter future for children throughout the country. When we come together to improve our communities, phenomenal things can happen. I want to also personally thank my family, my mentor Professor Charles Ogletree, and BET CEO Debra Lee for their commitment to our children and families.”

Hosted by Oscar nominee Queen Latifah, The BET Awards will be held at the Shrine Auditorium in Los Angeles and will air June 27, 2010 at 8pm.

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BET is owned by Viacom Inc. and distributed into 104 million households in the United States, Canada and the Caribbean. The BET Awards Show recognizes excellent in entertainment and professional sports. It is the #1 awards show on cable television. For award verification contact Deborah Byrd at BET. www.bet.com

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Recognized by President Obama’s United We Serve Initiative, Summer Advantage USA engages thousands of children each summer in learning and physical fitness. Enrollment in Summer Advantage USA makes a 5 month difference in learning achievements for students. Earl Martin Phalen is the founder. www.summeradvantage.org