



No Child Left Behind Summer Reading Achievers

No Child Left Behind Summer Reading Achievers Program National Contributing Partners



The No Child Left Behind Summer Reading Achievers program is designed to encourage school children in grades K-8 to read actively during the summer months and thus to help to mitigate the summer falloff in reading skills. Corporate, nonprofit and community-based organizations with an active presence in each of the eleven participating pilot sites and a focus on reading and literacy skills development have been invited to participate in the program. The following is a listing of the national partners who have joined to date and their contribution to the program:

- **First Book**
First Book has committed to provide over 250,000 age-appropriate books to elementary and middle school students enrolled in participating schools across the eleven pilot sites.
- **Target Corporation**
Target Corporation gives over \$2 million each week to the communities they serve, and has committed to provide merchandise and gift cards as incentives to those students completing the Summer Reading Achievers program requirements.
- **Scholastic Inc.**
Scholastic, the world's largest publisher and distributor of children's books, is pleased to support the Summer Reading Achievers Program by providing quality books and reading materials to children who successfully complete the program.
- **USA Football**
USA Football's *Tackle Reading* campaign utilizes the sport of football as a vehicle to promote academics and learning. USA Football will provide bookmarks, decals, visors, and other materials, as well as *Tackle Reading* kits to the participating schools. *Tackle Reading* partner Air Tran Airways will provide two roundtrip business class tickets to the principal of the school that has the highest percentage of students successfully completing the Summer Reading Achievers Program requirements in each region where they provide service.
- **The National PTA**
The National PTA will promote the Summer Reading Achievers Program, encourage participation among its State and local affiliates, and work with parents to ensure that students reach their summer reading goals.
- **Communities in Schools, Inc.**
Using its resources, Communities in Schools will work with elementary and middle school students in participating local areas to reach and exceed the summer reading threshold of 10 books per student.
- **The Boys and Girls Clubs of America**
Through its recreation centers, the Boys and Girls Clubs of America will work with elementary and middle school youth attending its summer programs to read at least one grade-appropriate book each week. Learning specialists at each site will provide students with access to books and other support.



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- **Verizon**
Verizon has agreed to provide a financial contribution enabling the purchase of 21,000 books for students participating in this year's pilot program.
- **Barnes and Noble**
Barnes and Noble's stores in each of the eleven sites will provide a free, age appropriate book for every student that submits a completed Barnes & Noble book log or a COPY of a their Summer Reading Achievers book log prior to September 10, 2004.
- **MeadWestvaco**
In each of the 11 2004 Summer Reading Achievers sites, MeadWestvaco will supply one classroom set of school supplies and materials to a class in the participating school that reads the most books this summer.
- **Time Inc.**
Time has donated 2,000 copies of its *Go Places* magazine (Time's Geography Magazine for kids), representing various countries and two editions (grades 2 through 3 and grades 4 through 7), for distribution among the 11 program sites.
- **Fisher-Price®**
Fisher-Price will donate its groundbreaking PowerTouch™ Learning System to *every* participating kindergarten classroom, providing children with a powerful tool to help them achieve early reading success. For more information about PowerTouch, log onto www.fisherprice.com.