

Read to Achieve—As part of the NBA's global community outreach initiative NBA Cares, the league's Read to Achieve program aims to combat global illiteracy and encourage young people to develop a life-long love of reading.

Read to Achieve is a year-round, league-wide initiative supported by all 30 NBA teams, 13 WNBA teams, and 6 NBDL teams that promotes the value of reading and on-line literacy and encourages families and adults to read regularly with young children. It is the most extensive educational outreach initiative in the history of professional sports. The program includes the annual donation of more than 200,000 books through a variety of reading events and book fairs, as well as the development of essay contests and on-line programs and the creation of Reading and Learning centers throughout North America.

Reading Programs and Events: The NBA Family wants kids to love to read and wants adults to love to read to kids. As a team, we participate in read-alouds and other shared reading and on-line activities at schools, community-based organizations, at our Read & Learning Centers or Reading Corners, in-arenas, and wherever else it is possible to read!



Rauhmel Fox, CEO
WHO?
TORS.COM
1-888-WHO-MENTORS
Rauhmel@WHOMentors.com

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Rauhmel Fox, CEO
WHO?
TORS.COM
1-888-WHO-MENTORS
Rauhmel@WHOMentors.com

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