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**AS CPS OPENS DOORS FOR FIRST DAY OF SCHOOL, DONORS ARE
OPENING THEIR WALLETS TO SUPPORT THIS LITERACY PROGRAM**

“Reading In Motion’s Board of Directors Are Matching Donations Up To \$25,000 to Their Innovative Arts-Based Literacy Program.”

This program is partially supported by a grant from the Illinois Arts Council Agency.

(CHICAGO) – Back to school means giving back to Chicago’s schools for Reading In Motion’s Board of Directors and supporters. As the school year begins, Reading In Motion’s Board of Directors have agreed to match donations 1:1 up to \$25,000 between now and October 31. This Back to School Challenge will help Reading In Motion reach a goal of \$50,000 to cover the cost of delivering its NEW prekindergarten literacy program in its third pilot-year to 125 students from Chicago's Woodlawn, Gage Park and Chicago Lawn neighborhoods: Rachel Carson Elementary, Enrico Tonti Elementary (*CPS Innovative School of the Year 2016*) and Woodlawn Elementary Community School. Any amount reached over the goal for this campaign will support the remaining 3,875 students in Chicago that this program serves.

Reading In Motion is a nonprofit literacy organization dedicated to ensuring all students read at or above grade level by the end of first grade, especially those whose environment or circumstances put them in greater need of support. Year after year, this program achieves a significantly better outcome than CPS. The continued success is due in large part to the coaching provided throughout the school year and the use of art in the curriculum. A program that can confidently bring much greater numbers of children to grade-reading level is a valuable asset to CPS and the children who need it most.

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About Reading in Motion

Reading In Motion offers an engaging, innovative literacy model, designed in both Spanish and English, that collaborates with teachers, training and supporting them to measurably improve students’ reading, and builds basic, crucial reading skills early to start students on the path for a lifetime of successful learning. The program includes curriculum, materials, daily lesson plans, digital platform and assigned coaches throughout the school year to help teachers successfully implement the program during the school day. Reading In Motion is based in Chicago, Illinois and currently reaching students in over 30 Chicago Public Schools. Learn more at readinginmotion.org.