



Greenville Drive Reading All-Stars Program Sponsored by Michelin, N.A.

2012 Program Overview Greenville Middle Schools



The Greenville Drive Reading All-Stars Program, sponsored by Michelin, N.A., is a proven reading incentive program designed to promote reading enjoyment and academic success among youth through the excitement and appeal of professional sports.





Background

- Program launched in 2008 and expanded over following 4 Drive Seasons to include Greenville, Spartanburg and Pickens Counties Library Systems and School Districts
- Over 100,000 Readers have participated and 33,000 have qualified as Drive Reading All Stars
- Reading All Stars celebrated each year at Fluor Field Drive Games, with free admission, pre-game parade, award T-Shirt, plus DriveVision and on-field recognition

Highlights

- Turn key easy to administer way for teachers and librarians to add incentives for reading success through motivation and accomplishment
- Students required to read 4 age/skill appropriate books over 4 week period
- All program promotion and execution materials tools provided by Drive
- Memorable Drive celebration games at Fluor Field enjoyed by readers and families

2012 Program

- Available to all 6th, 7th and 8th graders in participating schools
- Reading Program to run for 4 weeks during February and March
- Celebration Games at Fluor Field on Wednesday, April 11th, 2012





Feedback:

"Thanks for a great, fun reading program. The kids really enjoyed it and we appreciate your support and encouragement of reading." –Deborah Foulkes, Instructional Coach, Sterling School

"The Reading All-Stars Program is fun and easy for the kids to get excited about. I am excited about making it bigger and better at my school next year." –Andi Fansher, Library Media Specialist, Riverside Middle School

"Thank you for the opportunity to be a part of the Reading All-Stars. All of the students enjoyed the activities and especially the parade" –Janet Campbell, Media Specialist, Berea Elementary

"The students who attended the game had a blast. It was amazing how this experience was so rewarding for them. I want to thank you again for providing this." –Mindy Hubble, Reading Coach, Hollis Academy

"Our school loves, loves, loves the reading challenge. It's a fun thing to do as we are waiting for winter to pass and a great way to celebrate spring downtown with the Drive. Not to mention, it's pushes us to read and helps us to develop a lifelong habit." –Marilyn Murphy, Media Specialist, Sevier Middle School

"Thank you so much for offering this to our students. They really enjoyed it and it did encourage many to read more! I had fun too!" –Misty Sammons, 3rd Grade Teacher, Gateway Elementary

"Thank you for extending the program to Spartanburg County. This program motivated some of my students that never want to read!" –Heather Hembree, Media Specialist, Roebuck Elementary



Reading All Stars Program enrollments begin week of January 16th, 2012

Please call the Greenville Drive at 240-4500 for more information