

# PRESS RELEASE

Lee County Public Schools

Communications Department

Phone: 239-461-8420 Fax: 239-337-8505

www.leeschools.net



---

Date: February 3, 2012

Contact: Jerry Demming, Principal, Riverdale High School, 239-694-4141

Subject: **RIVERDALE HIGH SCHOOL WILL READ 1,000 BOOKS FOR FEBRUARY**

## **\*\*ATTENTION PHOTO AND ASSIGNMENT EDITORS\*\***

**It's gonna be HUGE, Lee County Public Schools – HUGE!**

**WHO:** Students at Riverdale High School

**WHAT:** "Reading is HUGE!" Reading Contest

**WHERE:** Riverdale High School, 2600 Buckingham Road, Fort Myers

**WHEN:** February 3<sup>rd</sup> – April 13<sup>th</sup>, 2012

**WHY:** Due to the recent success of the "HUGE" ad campaign in Southwest Florida, Riverdale High has challenged its students to read 1,000 books a month. Students will complete a "Reading is HUGE" book certificate for each book they read and enter to win prizes, which include a Kindle Fire, iPad2, iPods and more. The school will embrace the HUGE theme in a variety of ways, such as teacher "Reading is HUGE" shirts, banners and posters around the school.

A drawing will be held at the end of each month. The Riverdale High community will promote the "Reading is HUGE" theme in the daily operations of the school. Various business partners, including Jason Evers with Quality Service Pros and Siggs Air Conditioning, donated many of the items for the contest.

**###**