

Education News & Notes

Fast Break To Reading Gets In The Game

(NAPSA)—A new joint effort may score a record-breaking win for literacy.

The 2009 Fast Break To Reading program, presented by Pitney Bowes Inc. and the Women's National Basketball Association (WNBA), encourages youths nationwide to read and track their minutes during the summer at www.wnba.com/fbtr/.

The goal is for youths to collectively reach 1 million minutes of reading time.

Ten WNBA teams will participate in the seasonlong Fast Break To Reading program: Atlanta Dream, Chicago Sky, Connecticut Sun, Detroit Shock, Indiana Fever, Los Angeles Sparks, New York Liberty, Phoenix Mercury, Seattle Storm and Washington Mystics. Each team will tip off its regional program in June in collaboration with a local literacy organization.

The teams will also work with the company to hold Reading Timeouts in which they will read to area youths and speak about the importance of reading.

"Literacy and education are critical to the development and success of our nation's youth," said Juanita James, chief marketing and communications officer, Pitney Bowes.

Youths participating in the program will receive one of 16 collectible bookmarks autographed by a WNBA player each week when they enter their reading minutes at the Fast Break To Reading Web site.



There may soon be a big jump in reading thanks to a literacy program that is supported by the WNBA and Pitney Bowes.

The Web site also features WNBA players' favorite books, a player Q&A section and polls about reading.

The site also includes links to a Fast Break To Reading fan page on Facebook, YouTube videos, photographs posted on flickr and the program updates on Twitter.

"Since the league's inception, reading and literacy have always been an important initiative for the WNBA and our players," said WNBA president Donna Orender.

Here are a few tips to encourage summer reading:

- Take your kids to the library. Check to see if there are summer reading programs.
- Find out what interests your children and use their interests to suggest books.
- Let your children see you reading for pleasure.
- Give books as presents.
- If your child sees a movie based on a book, encourage your child to read the book.