

WrestleMania Reading Promotion
Item

YALSA Board of Directors Meeting
ALA Midwinter Meeting, San Antonio
January 6, 2006

Topic. WrestleMania Reading Promotion

Background. YALSA is collaborating with the Chicago Public Schools and World Wrestling Entertainment (WWE) to conduct a reading promotion program between January 6 and April 6 in conjunction with WWE's WrestleMania event. Conducted in Chicago's public high schools, this program will reach over 6,000 high school students.

Action Required. Consent Information Only

Proposed Program (this is just a draft, not a final plan.)

Goal. to get more high school students reading by providing tickets to a WrestleMania as an incentive

Program Overview. All high school students in the CPS system will be invited to participate. The program will be implemented through the school libraries. Their challenge is to read 10 books in their free time between Feb. and March. Any student that does and completes a reading log (which serves as their ticket for the drawing) will be entered in a drawing to represent their school at a Book Challenge where they could win a pair of tickets to WrestleMania. All students will be asked to read one specific book, which will be the topic of the Book Challenge questions.

Timeline.

- Dec: select books and prepare materials
- Jan.: launch program to library media specialists (LMS)
- Feb. thru March: high school students read books
- Mar. 29, 30, 31: weeks

- YALSA is checking with Simon & Schuster and Borders on the possibility of getting copies of the book to distribute to CPS high school libraries

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- 9:00 – 9:30 breakfast
- 9:40 – 10:40 a preliminary round is held in 2 or 3 classrooms to narrow down the 75 or so student