



**FOR IMMEDIATE RELEASE: FEBRUARY 23, 2016**

**FOR ADDITIONAL INFORMATION PLEASE CONTACT:**

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## **PARKVIEW ELEMENTARY IS FIRED UP FOR READING!**



Students, families and staff from Charlotte’s Parkview Elementary have been working together to promote reading at home. Each month there has been a school wide goal and incentive. In December, 70% of Parkview students met their at home reading responsibilities. Therefore, each classroom was able to read using their finger flashlights in a special room decorated with twinkling lights. In January, Parkview students met the challenge of a 75% goal and celebrated their success with hot cocoa. This month each week that a classroom meets their goal, teachers are given “reading bling” to wear at school – silly glasses, crowns and boas!

This reading campaign was designed to promote a connection between home and school, which is a component of Parkview’s school improvement plan. Each month, the at home reading goal increases by 5% with our end of the year goal being 100% of Parkview students reading at home. A special, top secret end of year celebration is planned in anticipation of our students’ success in reading at home.

Parkview staff would like to thank all families for their continued support in encouraging at home reading.