



# PRESS RELEASE

**FOR IMMEDIATE RELEASE:**

June 20, 2011

**CONTACT:**

Tina Veal-Gooch  
Director of Public Relations  
903.794.3651 ext. 1013

**TEXARKANA PUBLIC SCHOOLS FOUNDATION**  
**& TEXARKANA INDEPENDENT SCHOOL DISTRICT**  
**TAKE THE TIGER TO THE STREETS WITH NEWEST EFFORT...**  
**TIGER BOOKMOBILE**

**Texarkana, TX** – The Texarkana Public Schools Foundation and Texarkana Independent School District are taking the Tiger to the streets with the unveiling of their first “signature” project...the Tiger Bookmobile.

Official unveiling ceremonies will be held Tuesday, June 21 at 10:00 a.m. in the Texas High School Student Parking Lot at 4001 Summerhill Road.

This unique, one-of-a-kind mobile literacy program became a project focus for the Texarkana Public Schools Foundation in 2009. “Our efforts, since the inception of our foundation in 2004, have been to support Teacher Innovative Grants and our Tiger Scholarship program,” stated Vicki Melde, President of the Texarkana Public Schools Foundation Board of Directors. “We were looking to find other projects that we could wrap our heart and efforts around and the concept of a bookmobile came to us from Jennell Ingram and Scott Bruner just at the right time when we wanted to expand our funding opportunities.”

“For a number of years, I have dreamed of the idea of a travelling bookmobile that could share the joy of reading and the importance of literacy to the children of our community. And, here it is!,” commented Jennell Ingram, Principal of Theron Jones Early Literacy Center.

Research estimates that 50-67% of the achievement gap for children living in poverty is the result of summer learning loss. Fortunately, research has also shown that having elementary-aged children read just four to five books during the summer can prevent this loss and help close the achievement gap.

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The Tiger Bookmobile will help to prevent summer learning loss by allowing students the opportunity to continue their education during the summer through reading. The mobile unit becomes a welcome change to a child's summer routine and allows for creativity and entertainment, thereby reducing the negative perception about summer learning.

"We were aware of the research and knew that the struggle became how to encourage children to continue their learning skills throughout the summer in order to be better prepared academically for the upcoming school year," noted Scott Bruner, TISD Board of Trustee. "Our Tiger Bookmobile is the key to meeting the literacy needs of our youth but also in meeting the personal and social needs of our children so that they can feel safe, cared for, useful and valued."

According to research, summer reading loss is cumulative. Children who are not encouraged to read during the summer don't catch up in the fall because those children that are reading during the summer are moving ahead with their skills. By the time the start of school begins, a child not encouraged to read has fallen behind. Additional research has shown that by the end of the sixth grade, those students who lose reading skills over the summers of their first thru sixth grade years, are up to two years behind their classmates in reading ability and comprehension..

"The Tiger Bookmobile will supplement the many hours of teaching efforts that have been made by our public school teachers in their work with students and enhance the long-term learning abilities of students," continued Bruner.

"We wanted our "signature" project to serve as a unique educational bridge that would not only meet the needs of the children in our community but that could serve as a local, state and national model for education," said Melde. "Our Tiger Bookmobile offers thousands of books for children to choose from that appeal to their interests. As it travels our community, the number of children who will benefit from our mobile-go center is exponential."

You can't miss the 48' mobile unit when it is traveling down the street. With a brightly colored exterior aesthetic featuring children and animals all enjoying reading, the unit has been outfitted with mobile satellite technology, thousands of books, iPads, reading benches and seats, flat screen television, Wii gaming, bean bag chairs and colorful rugs. The look is complete with an additional exterior seating area featuring a canopy, bean bag chairs and more fun rugs.

Funding for the bookmobile was in part through the Texarkana Public Schools Foundation and the Tiger Family of TISD employees during their annual "All-In-One" campaign. Additional donors and in-kind providers are: Texas Pioneer Foundation; Altech, Inc.; SHW Group; AEP Southwestern Electric

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Power Company; Arkansas Community Foundation and the Texarkana Area Community Foundation; Mrs. Donna Chatman; The Bobbie A. Atkinson Foundation; FastSigns; Mayo Manufacturing Corp; Mr. & Mrs. Kelly Tidwell; The Washington Post Company; Mr. & Mrs. Joe A. Norwood, Jr.; THS Class of 1949; and, THS Class of 1999.

Open Monday thru Friday from 9:30 a.m. – 4:00 p.m., the Tiger Bookmobile will travel throughout the community to various partner sites until August 13. A story hour will be featured at 10:00 a.m. daily. Tour dates & locations are:

June 22, July 13, July 27, August 10 - Texarkana College Annex (1201 Carrol St.)  
June 23, July 14, July 27, August 11 - Hands On Texarkana (1915 Olive St.)  
June 24, July 15, July 29, August 12 - Texarkana, Texas Police Special Operations & Training Center (1420 S. Park Rd.)  
June 27, July 18, August 1 – Highland Park Baptist Church (2401 Hazel St.)  
June 28, July 19, August 2 - Mt. Orange Baptist Church (2510 West 10<sup>th</sup> St.)  
June 29, July 20, August 3 - Westlawn Elementary School (410 Westlawn Dr.)  
June 30, July 21, August 4 - First Baptist Church of Nash (500 E. New Boston Rd.)  
July 1, July 22, August 5 - First Baptist Church of Wake Village (820 Wake Ave.)  
July 11, July 25, August 8 - Nash Elementary School (100 Burton)  
July 12, July 26, August 9  
9:30 a.m. – 12:30 p.m. - Texas Middle School (2100 College Dr.)  
1:00 – 4:00 p.m. - TISD Academic Learning Center (3201 Lincoln Ave.)

For more information on the Tiger Bookmobile and their 2011 Summer Tour, contact: Tina Veal-Gooch, 903.794.3651 ext. 1013 or visit [www.txkisd.net](http://www.txkisd.net).

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