



PRESS RELEASE

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**TIGER BOOKMOBILE ENCOURAGING KIDS
TO GET WILD ABOUT READING DURING SUMMER TOUR 2012**

Texarkana, TX – The Texarkana Independent School District and Texarkana Public Schools Foundation are gearing up again this summer to take the Tiger to the streets and get kids wild about reading with their Tiger Bookmobile.

This unique, one-of-a-kind mobile literacy program is designed to help 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.

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.

According to the 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," commented Paul Norton, Superintendent of Schools. "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,

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Kindle e-readers, 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 is 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; Mr. Jack Bruner, Capital One Bank, Altech, Inc.; SHW Group; AEP Southwestern Electric 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 from June 11 thru August 18. A story hour will be featured at 10:00 a.m. and 2:00 p.m. daily. Tour dates & locations are:

- June 11, June 25, July 30, August 13: Primera Iglesia Bautista
(2723 N. Robison Road)
- June 12, June 26, July 17, July 31, August 14: The Oaks at Rosehill
(2100 W. 12th Street)
- June 13, June 27, July 18, August 1, August 15: Hands On Texarkana
(1915 Olive Street)
- June 14, June 28, July 19, August 2, August 16: Highland Park Baptist Church
(2401 Hazel Street)
- June 15, June 29, July 20, August 3: Nash Elementary School
(100 Burton)
- June 18, July 9, July 23, August 6: Westlawn Elementary School
(410 Westlawn Drive)
- June 19, July 10, July 24, August 7:
9:30 a.m. – Noon - Texarkana College Annex (1201 Carrol Street)
1:00 – 4:00 p.m. – Salvation Army Center of Hope (316 Hazel Street)
- June 20, July 11, July 25, August 8: Spring Lake Park Main Entrance
(4303 North Park Road)
- June 21, July 12, July 26, August 9: First Baptist Church of Wake Village
(820 Wake Avenue)
- June 22, July 13, July 27, August 10: First Baptist Church of Nash
(500 East New Boston Road)
- July 7 (9:00 a.m. – Noon), July 16, August 17, August 18 (9:00 a.m. – Noon):
Capital One Bank Central Mall Branch (2318 Richmond Road)
- July 10, July 12:
4:00 – 6:30 p.m. – New Zion Baptist Church (1901 Charlestine Street)

For more information on the Tiger Bookmobile and their 2012 Summer Tour, contact: Tina Veal-Gooch, 903.794.3651 ext. 1013 or visit www.txkisd.net.

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