



**Texarkana**  
Independent School District

*The Place To Be!*

# MEDIA RELEASE

**FOR IMMEDIATE RELEASE:**

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**SUPER BOWL CHAMPION, MALCOLM MITCHELL, COMING TO TISD  
FOR “NO LIMITS TO LITERACY” PROGRAM**



**Texarkana, TX** – Super Bowl LI Champion Wide Receiver from the New England Patriots, Malcolm Mitchell, is coming to Tigerland on Thursday, April 6. He is not coming to run drills, catch passes or to take on the Tigers but will be here to encourage TISD elementary students to tackle the literacy gap and to help them discover their inner champion readers.

Mitchell and his nonprofit youth literacy initiative, “Read with Malcolm,” are teaming with up Texarkana Independent School District to hold a very special day-long celebration of reading called “No Limits to Literacy.” The in-school events, called “reading rallies,” are designed to boost reading skills and access to books for students in TISD schools.

“Reading is right,” says Mitchell, whose Read with Malcolm Initiative has grown into a national movement to get students reading. “There should be no limits to any student being able to open a book and discover the champion reader inside themselves. I can’t wait to get to Texarkana and share the magic. TISD is leading the way in creating a love of reading in students and I am proud to join them in their efforts.”

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During the “Reading Rallies,” Mitchell will be providing copies of his book, “The Magician’s Hat,” to all students as well as reading to the students and answering questions. The schedule for the day is:

**8:30 – 9:30 a.m.** Westlawn Elementary School, 410 Westlawn Drive

**10:00 – 11:00 a.m.** Theron Jones Early Literacy Center, 2600 West 15<sup>th</sup> Street

**1:00 – 2:00 p.m.** Highland Park Elementary School, 401 West 25<sup>th</sup> Street.

Read with Malcolm is a youth literacy initiative founded by former University of Georgia wide-receiver and current New England Patriots rookie, Malcolm Mitchell. The organization’s goals are two-fold: 1) to introduce book ownership to students in households where reading is not a priority and 2) to improve literacy in schools with below grade-level reading skills.

In 2015, Read with Malcolm launched Share the Magic Foundation, a 501(c)(3) nonprofit organization, to promote the long-term benefits of being an active reader to students served by Title I schools and underserved communities. In its first year, Malcolm Mitchell’s book, “The Magician’s Hat,” has been distributed to more than 18,000 students in schools, children’s hospitals and community service organizations. To help continue to inspire young readers, please visit [www.readwithmalcolm.com](http://www.readwithmalcolm.com) for more information about Malcolm’s youth literacy program.

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