



## Media Advisory

For Immediate Release  
October 3, 2012

### **Surprise Student Flash Mob Kicks Off Reading Challenge at NISD's Hughes Elementary**

- WHO:** More than 570 students from J. Lyndal Hughes Elementary School
- WHAT:** Students and teachers from Northwest ISD's J. Lyndal Hughes Elementary School will be participating in a flash mob for the Million Word Challenge, the district's literacy campaign.
- WHEN:** Friday, October 5  
8:45 a.m.
- WHERE:** **J. Lyndal Hughes Elementary School**  
13824 Lost Spurs Road  
Roanoke, 76262
- WHY:** The Million Word Challenge is a district wide campaign to encourage Northwest ISD students to read one million words during the school year, while promoting lifelong learning and literacy. After a flash mob performance from Hughes Elementary School teachers, students will surprise their teachers with a flash mob, performing to the song "I Believe in Me."
- NOTE:** If you plan to cover the event, contact Lesley Weaver (817-215-0056) or Emily Conklin (817-215-0169).

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