



Media Advisory

For Immediate Release
August 30, 2012

Start Your Engines! 3 Northwest ISD Elementary Schools Team Up with TMS for Reading Challenge

- WHO:** Approximately 1,500 students from Clara Love, W.R. Hatfield and Justin elementary schools
Teachers and staff
Parents and community members
- WHAT:** Northwest ISD's Clara Love, W.R. Hatfield and Justin elementary schools will team up with Texas Motor Speedway for an incentive-based reading challenge. The competition will commence with a pep rally among the three schools, parents, community members and Texas Motor Speedway.
- WHEN:** Friday, August 31
9:30 a.m.
- WHERE:** **Northwest ISD Stadium**
1937 Texan Drive
Justin, 76247
- WHY:** Clara Love Elementary School participated in the Texas Motor Speedway "Speeding to Read" challenge last year. The program proved successful with 96 percent of students meeting or exceeding their reading goals. This year, the contest kicks off with two additional schools, W.R. Hatfield and Justin elementary schools.
- Students from each campus will be split into two divisions – kindergarten through second-grade and third through fifth-grade. Each division will compete to see who can read the most books during the school year. The two winning classrooms will be announced in the spring and will receive four tickets to the April Texas 500 NASCAR Sprint Cup Series Race.
- Northwest ISD's mission is to partner with the community and offer an engaging educational experience for students, while preparing them for a global society. The "Speeding to Read" challenge provides students with the chance to turn the key to their futures, establish goals and collaborate among their peers and the community.
- NOTE:** Students will begin arriving at the stadium at 9 a.m. The event will start at approximately 9:30 a.m. Students, staff and visitors will be seated on the home side of the stadium. Students who cannot be photographed for the event will be seated together at the top row of the student section.
- If you plan to cover the event, contact Phil Beckman (817-637-9188), Lesley Weaver (817-215-0056) or Emily Conklin (817-215-0169).

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