



Media Advisory

For Immediate Release
September 28, 2015

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

- WHO:** More than 2,200 students from Samuel Beck, O.A. Peterson, and Sendera Ranch elementary schools
Teachers and staff
Parents and community members
Texas Motor Speedway
NASCAR Camping World Truck Series 18-year-old rookie John Hunter
- WHAT:** Northwest ISD's Samuel Beck, O.A. Peterson, and Sendera Ranch elementary schools will be among 11 elementary schools representing more than 6,500 students and seven independent school districts in the Dallas/Fort Worth Metroplex along with that will be taking part in Texas Motor Speedway's fifth annual Speeding to Read challenge. The competition will commence with a pep rally with NASCAR Camping World Truck Series 18-year-old rookie John Hunter among the eleven schools, parents, community members and Texas Motor Speedway.
- WHEN:** Tuesday, September 29
10:30 a.m.
- WHERE:** **Texas Motor Speedway**
3545 Lone Star Circle
Fort Worth, 76177
- WHY:** The schools will be divided into two divisions, Frontstretch and Backstretch, based off their 2015-2016 enrollments. Student bodies are split into two divisions, kindergarten through second-grade and third through fifth-grade, with individuals, classrooms and schools competing against each other to read the most books.
- Texas Motor Speedway's Speeding to Read program utilizes motorsports, NASCAR and INDYCAR drivers and its races to incentivize elementary school children to read more frequently and enrich their educational experience and future. Entering this year's competition, 22 schools have participated in the program and combined to read more than 1.9 million books since the program began in 2011 with a pilot program at Love Elementary in Northwest ISD. Last year, seven schools and 3,500 students competed and combined to read 533,707 books during the nine-month competition.
- NOTE:** Students will begin arriving at the stadium at 9:45 a.m. The event will start at approximately 10:30 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.

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