



November 18, 2011

It is time for Coastal Carolina University Athletics to begin its Inaugural "Let's Read With Chauncey" Reading Program and we invite your elementary school to participate. The program works as follows: from December 5 to January 9 students in child development through sixth-grade are encouraged to read as many pages as they can that are appropriate for their respective grade level. The winners will be announced at the Coastal Carolina University Women's Basketball game on Saturday, February 4, 2012, at 4:30 p.m. in Kimbel Arena. (If we will run out of capacity, we will split the reading program up and extend it to the games on Monday, February 6; Saturday, February 18; and Monday, February 20.)

**AWARDS:**

**HIGHEST READER OVERALL**

- \$150 gift card for Books-A-Million
- Autographed Basketball signed by the CCU Women's Basketball Team
- Chance to sit on the bench with the CCU Women's Basketball Team for the Saturday, February 25, game against Charleston Southern in Kimbel Arena

**HIGHEST OVERALL WINNER IN EACH GRADE**

- \$50 gift card for Books-A-Million for the student in each grade who reads the most pages

**SCHOOL WITH THE HIGHEST NUMBER OF PAGES READ**

- Chauncey visit to the school
- \$50 gift card for Books-A-Million for the school's library

**SCHOOL WITH THE MOST PARTICIPANTS**

- Free youth ticket to a select CCU Baseball game

**CLASSROOMS WITH 100% PARTICIPATION**

- Autographed CCU Women's Basketball Team poster

**TOP THREE READING SCHOOLS**

- Halftime on-court recognition (determined through percentages)

**EACH PARTICIPANT WHO READS 300 OR MORE PAGES**

- Participation certificates

**ALL PARTICIPANTS**

- Each student who participates will receive a free ticket for the student and one guest to attend the Chanticleer Women's Basketball game on Saturday, February 4, 2012, at 4:30 p.m. in Kimbel Arena; individual and school winners will be announced at the game. (If we will run out of capacity, we will split the reading program up and extend it to the games on Monday, February 6; Saturday, February 18; and Monday, February 20.)

I have included additional program materials that you need to get started. If you are interested in participating, please fill out Appendix A and send it to Martin Heinen in the Coastal Carolina Department of Athletics (fax: 843-349-2893) by Monday, November 28, 2011.

We are excited about the program and look forward to helping to promote literacy in our schools. Thank you in advance for your time and participation.

Sincerely,

Alan LeForce  
Head Coach, Coastal Carolina University Women's Basketball

COASTAL CAROLINA UNIVERSITY



Coastal Carolina University *and* Chanticleer Women's Basketball *present*

## “Let's Read with Chauncey”

The following is an overview of the “Let's Read with Chauncey” reading program:

**A. Eligible Participants**

The program invites participation from students who are in child development through sixth-grade (K-6) and live in Horry County.

**B. Rules**

From Dec. 5, 2011, to Jan. 9, 2012 students in child development through sixth-grade are encouraged to read as many pages as they can that are appropriate for their respective grade level. When a book is finished, the student or their parent or guardian should write the title of the book on the bookmark provided by Coastal Carolina University and have a parent or guardian initial it. The title of the books will also provide information to teachers about the types of books students are reading. Parents or guardians of students in child development, kindergarten and first-grade may read with their children in order for the student to participate in the program.

**C. Coordinator Participation**

To participate, each school is asked to appoint a Coordinator. Please fill out Appendix A to name your Coordinator and fax the form to Martin Heinen, Athletics Marketing Assistant, at 843-349-5027 by Monday, Nov. 28. Students will have until Jan. 9, to finish reading. The Coordinator will calculate the school's total, list those totals in Appendix B, and fax the form to Martin Heinen by Friday, Jan. 13. Based on this information, game tickets will be delivered to each school for the Coordinator to distribute to students and their teachers. Additional tickets may be available for other staff members who wish to attend the game. Please request additional staff tickets in Appendix B.

**D. Teacher Participation**

Each teacher is asked to enthusiastically support the program according to the following timeline:

- **During the week of Dec. 5:** (*The Coordinator decides the most appropriate time to introduce the program to the teachers and students*): Introduce your students to the program by explaining the details of the requirements. Send the letter home to parents (included with coordinator materials), along with one bookmark.
- **Jan. 9-13:** Collect the bookmarks from the students who participated in the program. The bookmarks should then be given to your school's Coordinator for tabulating and will later be picked up by CCU. Coordinators should fax Appendix B to Martin Heinen, Athletics Marketing Assistant, at 843-349-2893 by **Friday, Jan. 13.**
- **Late January 2012:** Distribute one game ticket to each student who participated and met the requirements; each ticket will admit the student and a guest.

**E. Awards**

**HIGHEST READER OVERALL**

- \$150 Gift Card for Books-A-Million
- Autographed Basketball signed by the CCU Women's Basketball Team
- Chance to sit on the Coastal Carolina women's basketball bench for the February 4 game against Gardner Webb in Kimbel Arena

**HIGHEST OVERALL WINNER IN EACH GRADE**

- \$50 Gift Cards for Books-A-Million for the student in each grade who reads the most pages

**SCHOOL WITH THE HIGHEST NUMBER OF PAGES READ**

- Chauncey School Visit
- \$50 Books-A-Million Gift Card for their library

**SCHOOL WITH THE MOST PARTICIPANTS**

- Free youth ticket to a select CCU Baseball game

**CLASSROOMS WITH 100% PARTICIPATION**

- Autographed Chanticleer Women's Basketball poster

**TOP THREE READING SCHOOLS**

- Halftime on-court recognition (determined through percentages)

**EACH PARTICIPANT WHO READS 300 OR MORE PAGES**

- Participation certificates

**ALL PARTICIPANTS**

- Each student who participates will receive a free ticket for the student and one guest to attend the Chanticleer Women's Basketball game on Saturday, February 4, 2012, at 4:30 pm in Kimbel Arena; individual and school winners will be announced at the game. If we will run out of capacity, we will split the reading program up and extend it to the games on Monday, February 6; Saturday, February 18; and Monday, February 20

# “Let’s Read With Chauncey” Reading Program

## Coordinator Information/ Intent to Participate

Thank you for volunteering your time to be the Coordinator for your school.  
Your time and efforts are greatly appreciated!

Please fill out the following information and fax the form to Martin Heinen,  
Athletics Marketing Assistant, at 843-349-2893.

Coordinator’s Name \_\_\_\_\_

School \_\_\_\_\_

Total School Enrollment \_\_\_\_\_

Total Number of Classrooms Participating \_\_\_\_\_

Total Number of Students/Participants \_\_\_\_\_

School Telephone Number \_\_\_\_\_

Coordinator’s Email Address \_\_\_\_\_

The best way to reach you is by: *(please select one)*

Telephone \_\_\_\_\_ Email \_\_\_\_\_

When is the best time to reach you? \_\_\_\_\_

APPENDIX A

# “Let’s Read With Chauncey”

## School Totals

Please fill out the information and fax the form back to Martin Heinen,  
CCU Athletics Marketing Assistant, at 843-349-2893 by **Friday, Jan. 13, 2012.**

Coordinator’s Name \_\_\_\_\_

School \_\_\_\_\_

Total Number of Classrooms Participating \_\_\_\_\_

Total Number of Students/Participants \_\_\_\_\_

Overall winners in each grade

	Student’s Name	Number of Pages Read
Child Development:	_____	_____
Kindergarten:	_____	_____
First grade:	_____	_____
Second grade:	_____	_____
Third grade:	_____	_____
Fourth grade:	_____	_____
Fifth grade:	_____	_____
Sixth grade:	_____	_____

Number of Classrooms with 100% Participation \_\_\_\_\_

Total Number of Students in 100% Participation Classrooms \_\_\_\_\_

Number of additional tickets requested \_\_\_\_\_ (each participant will receive a ticket that admits the student and one guest)

*(Please make sure the student’s name appears on their bookmark.)*

## APPENDIX B