



FOR IMMEDIATE RELEASE:

*Celebrating Kids, Crafts and Critters* at the 2008 Shenandoah County Fair  
Read and Win Day Sunday August 24th  
Woodstock, Virginia  
April 7, 2008

## **Read and Win a Day at the Shenandoah County Fair!**

The Shenandoah County Fair Association is pleased to announce the Read and Win Program sponsored by the International Association of Fairs and Expositions. The program is open to students from First through Eighth Grades and will run from April 12<sup>th</sup> through July 31<sup>st</sup>.

Fair Manager Marcy McCann said "The Woodstock Library has wholeheartedly joined our efforts to spark a renewed interest in reading among the youth of the Shenandoah Valley. Sally Walters and the other volunteers who manage the local endowed library have agreed to provide forms and hand out awards to students who complete the process. Mrs. Walters announced, "The Woodstock Library program kick-off will be held on Saturday, April 12<sup>th</sup> at a family National Library Week celebration. The event will be held at the library at 10:00 am and feature Donna Hughes, a local story-teller, face painting, gifts and refreshments. Kids of all ages are encouraged to attend."

The program is simple! One thousand students have an opportunity to read the required books to earn a bookmark ribbon to gain free admission to the Fair on Read and Win Day, Sunday August 24<sup>th</sup>. Winners also earn a coupon for a free or discounted item from food concessionaires and vendors. Winners might be awarded a mouse pad donated CWinn Graphics, an ice cream cone from Bill & Ed's Concessions or a variety of other fun fare. Jeff and Shelia Dean of Virginia Premier Events Carnival Company were the first to respond to the request for prizes. Jeff Dean stated that "We are happy to support this reading initiative by donating 100 bags of cotton candy."

"Read and Win is an extremely successful world -wide literacy program that encourages students to use both school and public libraries. We have 1,000 ribbons to award for 2008 and hope to see participation grow each year. Both Signal Knob and Peter Muhlenberg Middle Schools are participating this year and we look forward to expanding the program to other Elementary and Middle Schools in 2009." said McCann.

"I am excited about the prizes the Shenandoah County Fair is donating to help us encourage our students to read. This is a great way for a community organization, in which the students are already interested, to send a message to students that reading is important and valued outside of school." Said Krista Heres LMS, of Peter Muhlenberg Middle School.

Mary Beth Sharp, Reading Specialist Signal Knob Middle School stated "Signal Knob Middle is very excited to team up with the Shenandoah County Fair Association to take part in this reading project. Our school strives to promote student reading in a variety of ways, and it was wonderful to be contacted by a community organization with the same goals – engaging students in positive reading experiences. While our student participants of the Read and Win program read to earn tangible prizes, they build literacy skills and reading confidence that provides a life-long reward."

Students not attending Signal Knob or Peter Muhlenberg may participate at The Woodstock Library at 134 North Church Street in Woodstock. Supplies are limited so register and encourage children to complete the reading early.

Contact:

Marcy McCann  
Shenandoah County Fair  
540-459-3867  
540-459-4600 fax  
Email [shenfair@shentel.net](mailto:shenfair@shentel.net)  
300 Fairgrounds Road  
PO Box 264  
Woodstock, VA 22664