



## READBowl

### Communications Kit

This document includes sample social media posts and a press release for your school or organization to promote its participation in **READBowl**, which runs January 12 to February 6

Read with Malcolm is active on the following social media channels:

- Facebook: <https://www.facebook.com/ReadwithMalcolm/>
- Twitter: <https://twitter.com/readwithmalcolm>
- Instagram: <https://www.instagram.com/readwithmalcolm/>

**When you post on any of these social channels, be sure to tag us @ReadWithMalcolm and use the hashtag #READBowl**

#### **Here are a few tips:**

- When you post, tag @ReadWithMalcolm either in the photo or in the body of the posts to make sure we see your photo.
- The official campaign hashtag is #READBowl.
- If you have any questions about posting or wish to email photos, contact us at [readbowl@readwithmalcolm.com](mailto:readbowl@readwithmalcolm.com).

#### **Sample Social Media Posts (Lead-up)**

We are ready to compete in @ReadWithMalcolm #READBowl The #WorldChampionship of #Reading, kicking off on Monday Jan 12 It's Free to register and join us in changing the game of reading!

Just registered for @ReadWithMalcolm #READBowl The #WorldChampionship of #Reading! Excited to Kick Off on January 12! We are ready. Are you?

(Add your school handle) is IN THE GAME! #READBowl by @ReadWithMalcolm. We are challenging everyone to join us in competing for the #WorldChampionship of #Reading!

Game On! We're excited to Kick Off @ReadWithMalcolm's #READBowl at (add your school handle). The (school nickname/mascot) are in it to win the #WorldChampionship of #Reading! (You can Tag district, superintendent, principal, etc.)

(Add your school handle) students are pumped up and ready to compete for The #WorldChampionship of #Reading in #READBowl! @ReadWithMalcolm we are in it to win it! Game Time!

Ready to compete in @ReadWithMalcolm's Global Reading Competition #READBowl! We are on the road to the #WorldChampionship of #Reading!

### Sample Social Media Posts (During)

Students at (add school handle) read for XXXX minutes this week in @ReadWithMalcolm #READBowl! Excited to be competing for the #WorldChampionship of #Reading!

(Add school nickname/mascot) students read for a total of XXXX minutes so far. We are READY for more! @ReadWithMalcolm ... we are #Reading toward the goal line. #READBowl #WorldChampionship.

My class (name) has WON the (#) Quarter of @ReadWithMalcom's #READBowl Global Reading Competition. We are pumped to go for the World Championship of Reading.

My class (name) is so proud to be ranked # in the XYZ Conference of the World Championship of Reading: @ReadWithMalcolm's #READBowl Global Reading Competition. (link to Leaderboard)

### Sample Social Media Posts (After)

We are SO PROUD of our students! They competed in #READBowl - the #WorldChampionship of #Reading - by @ReadWithMalcolm. Our kids read for a total of XXXXX minutes in the 4-week competition. They are true CHAMPIONS! We'll Keep Reading!

Congratulations to (add school) X graders who competed in @ReadWithMalcolm national reading contest #READBowl. They read for a total of XXXXX minutes. Way to go!

### Sample Email:

**Use this template to encourage teachers in your school (or school district) to register for **READBowl**.**

#### **Subject: Register for **READBowl**: The World Championship of Reading**

It's time to register for **READBowl**! Super Bowl Champion and author of *The Magician's Hat*, Malcolm Mitchell, is hosting **READBowl**, a global reading competition that engages students across the globe.

One of Share the Magic Foundation's free virtual learning programs, **READBowl** is a platform that provides teachers in grades Pre-K through 8 with tools to inspire and

motivate students to increase the number of minutes they read during the day. **READBowl** begins on Monday, January 12 the day of the College Football National Championship and concludes on February 6. Malcolm Mitchell will announce champions online on Super Bowl Sunday. **READBowl** is designed to complement an educator's curriculum and provides teachers with the flexibility to integrate friendly competition into lesson plans and schoolwide initiatives.

Registration is free! Open to Pre-K through 8<sup>th</sup> grade students, teachers may learn more about **READBowl** and register their classes by visiting [www.readwithmalcolm.com/readbowl](http://www.readwithmalcolm.com/readbowl). Please share this information with your educator network!

For questions about **READBowl**, contact the Read Team at [readbowl@readwithmalcolm.com](mailto:readbowl@readwithmalcolm.com).

### **Sample Press Release:**

Use this template to create your own press release by sharing this example with your school, or school district's communications office. Feel free to use this information to share stories about your students' participation in **READBowl** with parents and guardians.

For support and help with questions, contact us at [readbowl@readwithmalcolm.com](mailto:readbowl@readwithmalcolm.com).

**Date - City, State - XYZ School District** has announced that more than **XXX** of its **X** grade students are competing in **Share the Magic Foundation's READBowl**, a global reading competition for Pre-K through 8th grade students, designed to inspire students to read and provide teachers with a platform to motivate students to increase reading minutes. Founded by Super Bowl Champion and children's book author [Malcolm Mitchell](#), Share the Magic Foundation provides in-school and free virtual programming to students across the country.

**XYZ School** will join students from across the country and around the world to compete in **READBowl**, the World Championship of Reading, beginning on Monday January 12, the day of the NCAA College Football National Championship. Our students will compete in four quarters (weeks) of reading action through February 6. Mitchell will announce the World Champions on Super Bowl Sunday.

Please join us in wishing our students good luck in **READBowl**. With the **(city/town)** community behind us, there is no doubt that **(school name/nickname)** will read to succeed in **READBowl**.

For more information on **XYZ School District** contact **XYZ** at ...

For more information about **READBowl**, or Read with Malcolm literacy programs, contact John Zoccola at [john@readwithmalcolm.com](mailto:john@readwithmalcolm.com).

### **About Share the Magic Foundation:**

Author and Super Bowl Champion Malcolm Mitchell considers a love of reading to be his greatest achievement. In 2016, he founded **Share the Magic Foundation** with a sole purpose: to transform children's lives through literacy. The Foundation's mission is to inspire young people to read by bringing book ownership and innovative programming to students in Title I schools and under-resourced communities. Whether a student is a striving reader or learns differently, Read with Malcolm literacy programs provide both inspiration and motivation, and carry the message that reading is the key to achieving one's goals. To learn more about Malcolm's vision to inspire young and striving readers, please visit [www.readwithmalcolm.com](http://www.readwithmalcolm.com).