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FOR ADDITIONAL INFORMATION PLEASE CONTACT:

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Basketball Jones' Visits Parkview Elementary

Basketball Jim Jones recently visited Charlotte Public Schools' Parkview Elementary for a highly engaging assembly that focused on the importance of being able to read proficiently and how daily reading can become a healthy habit that pays big life dividends. He brings his personal struggles with dyslexia into his talk and discusses how he refused to allow his condition to negatively impact his love for reading and learning.

The students were part of the assembly showing off their basketball skills and learning that just a few minutes every day can make a difference to their overall ability to read and understand the world around them. Basketball Jones left an autographed basketball to be used in the month of April during a raffle to highlight a student who brings back his reading each Friday. Third grader, Michael C. was the winner!



Parkview staff and parents continue to raise the awareness of the importance of reading with monthly incentive celebrations. At the beginning of the school year, 60% of the students were returning their reading logs and now 90% of the students are reading each night with their parents and returning their reading logs each week. It is the little things we do each day, like reading, that can make a big difference in a child's life.