



United Way  
of Southwest Oklahoma

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## Media Release

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### United Way's Success By 6 Initiative Launches a Reading Project in Partnership with Community Leaders

**Lawton, Okla** – United Way of Southwest Oklahoma's Success By 6 /Smart Start Oklahoma Initiative is pleased to announce that Pam Kerr, Owner of Playcare Inc., has been appointed as the new Chair of the Council. Kerr replaces Rafael Santos who stood down, after leading the Council for several years. *"I am delighted to be leading the Council, and look forward to contributing to the advancement of the SB6/SSO Initiative,"* said Kerr.

With the newly appointed Chair on board, the Success By 6 initiative is launching an exciting project "Families Read Every Day" to promote reading among pre-kindergarten students. The project will kick off on September 16, 2014, at Smart Start locations in Lawton. This project is designed to inspire enthusiasm for reading to our young students. *"Daily reading is vital to the success of our children. Instilling the desire to read at an early age gives them a head start on academic success and bright future,"* said Tia Reed, Community Collaborations Director at United Way.

The project will be inaugurated by an impressive list of reading volunteers, including Lawton's very own 'celebrities' - Mayor, The Honorable Fred Fitch. Mayor Fitch will be joined by Police Chief Smith, Fire Chief Burk, Municipal Court Director Hadley and City Manager Long. All readers will be at their chosen facilities ready to read by 10:30 a.m, on Tuesday, September 16. In addition, local DJ's from Townsquare Media, Nancy Mace, Critter, and Seth Coburn, along with Magic 95 DJ's Crash, Indie and Crystal Pistol have also signed up to read. The reading project has also gained support of the Alpha Battery 2-2 Field Artillery with CPT Zachary S. Quintana in charge.

Each week a guest reader will attend a designated pre-kindergarten class and read to young students at different locations. *"It is a pivotal project for the SB6 initiative, and we are glad to be working with local network of community leaders to ensure our children have the reading skills they need to succeed in life,"* said Reed.

United Way's Success By 6 is committed to helping all children succeed. By helping prepare children for school readiness we are investing in our future and introducing a joy of learning and reading. A language rich environment helps develop skills needed for school readiness.

To volunteer or learn more about this project, please contact Tia Reed at 580.355.0218.

The list of locations, dates and readers is attached.

#### About the United Way of Southwest Oklahoma:

*The United Way funds 19 local agencies and their various programs that address community issues. The United Way is a charitable organization and depends on volunteers and the generosity of the local community to fulfill its mission. For more information, please visit [www.uwswok.org](http://www.uwswok.org).*

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