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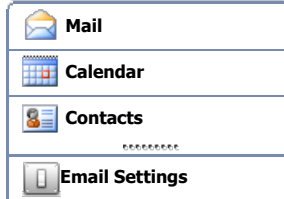
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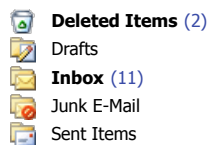
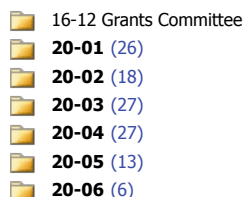
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ReadCLT Insiders -- Reading Checkups All Around!

Read Charlotte [elise@readcharlotte.org]

Sent: Wednesday, July 01, 2020 7:59 AM

To: Steve Johnston

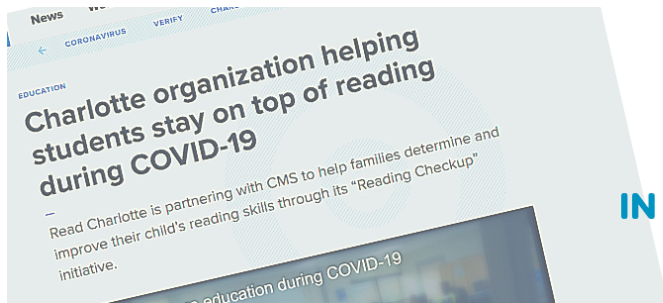

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Earlier this month, in collaboration with now 80+ partners, Read Charlotte launched a community-wide effort to help combat learning loss during the COVID-19 crisis and summer break called "Reading Checkup." We are thrilled to see thousands of local families embracing the idea of assessing their K-4 child using the free Home Literacy Coach and engaging with us to support reading progress this summer.

In the first three weeks:

- Nearly **8,000** individuals have visited ReadingCheckup.org.
- **1,130** accounts have been created, with Mecklenburg Co. ZIP codes.
- Nearly **800** local families have already completed the quizzes.

This wouldn't be possible without your support and dedication. We have incredible families, partners and supporters in this community willing to put in the effort to see kids succeed. Thank you for your dedication. We can't wait to see what the next few weeks bring!



- **WBTB News:** June 12, 2020
[Reading Checkup Created for Families](#)
- **Spectrum News:** June 16, 2020
[Helping Children with Potential Learning Loss](#)
- **WCNC Charlotte:** June 17, 2020
[Charlotte Organization Helping Students](#)
- **WBT Carolina Focus:** June 21, 2020
[Reading is the Future for Future Success](#) (Starts 25 min in)
- **WSOC-TV:** June 22, 2020
[Virtual Program to Help Students Stay on Track](#)



Special SHOUT OUT to our friends at the Charlotte Hornets for adding some extra excitement around getting a Reading Checkup! Last week we announced via social media that FIVE autographed basketballs will go to Charlotte families who have completed the quizzes with their child. Families have been emailing us photos of their pie chart results to be entered into the drawing. Winners are randomly selected each Friday (July 3-31).

Dozens of families got the Reading Checkup last weekend, thanks to Black Child Development Institute of Charlotte. These amazing partners set up shop at a Food Lion in East Charlotte. "Families are eager to support their kids in reading and they were excited to hear about the Reading Checkup. It was beautiful."
--Dr. Devonya Govan-Hunt, BCDI-Charlotte



This private Facebook group was created for families to support each other through the "Reading Checkup" process. If you work with Charlotte families looking to ask and answer questions, share success stories and more, please invite them to [join the group!](#)



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