

For Immediate Release

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Media Release

Reading Around the Bases with the RiverDogs Returns

Office of Strategy and
Communications

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Charleston, SC — Charleston County School District (CCSD) students are set to “read” their way to Riley Park this semester through “Reading Around the Bases,” a joint initiative with the Charleston RiverDogs and CCSD.

“Reading Around the Bases” started last school year as a way to encourage literacy. The Lowcountry’s professional baseball team and South Atlantic League affiliate of the 27-time World Series Champion New York Yankees is excited to help generate excitement for reading with second graders again in CCSD this year.

On Monday, January 22, 2018, at least 20 elementary schools throughout Charleston County will start a 12-week baseball-themed incentive program. Each student will receive a Reading Challenge packet that includes a score card, tracking sheet, and their very own personal baseball card.

To move around the bases on the score card, a student must read a certain number of pages: 100 pages for a single, 200 pages for a double, 300 pages for a triple, and 500 pages for a home run. Students also earn points for their class depending on how far they advance on the score card.

Special guests from the RiverDogs will visit schools in the District throughout the 12 weeks to provide encouragement, fun, and serve as volunteer readers.

“We are thankful the RiverDogs want to continue to work with us in our goal of improving literacy throughout the district,” said Cindy Ambrose, CCSD’s Deputy Superintendent of Learning Services. “The enthusiasm they bring to our schools is contagious, and our teachers and media specialists enjoy having Charlie T. RiverDog visit their classrooms and libraries during this exciting program.”

The unofficial kickoff event for “Reading Around the Bases” is at Pinehurst Elementary School in North Charleston on Thursday, January 25, 2018 at 12:15 p.m. Media outlets are invited to attend the session.

The winning second grade class from each participating school will be part of a special pre-game parade, receive special seating at the stadium, and participate in contests during the Education Day Game at Joseph P. Riley, Jr. Park on May 30, 2018.

"The entire RiverDogs staff is eager to get out to Lowcountry schools with the 'Reading Around the Bases' program once again," added RiverDogs President and General Manager Dave Echols. "Promoting literacy in the local community continues to be an organizational goal, and we are proud to partner with CCSD for another year to bring our sense of reading and fun to Lowcountry second graders."

For more information on "Reading Around the Bases," please contact Christy James, CCSD's Library and Media Services Specialist and Textbook Coordinator, at (843) 937-6300, or Walter Nolan-Cohn with the RiverDogs at (843) 723-7241.

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About the Charleston County School District

Charleston County School District (CCSD) is the second largest school system in South Carolina representing a unique blend of urban, suburban, and rural schools that span 1,000 square miles along the coast. CCSD serves more than 50,000 students in 86 schools and specialized programs. With approximately 6,100 employees district-wide, CCSD is the fourth largest employer in the region.

CCSD offers a diverse, expanding portfolio of options and specialized programs, delivered through neighborhood, charter, magnet, IB (international baccalaureate), and Montessori schools, and is divided into three Learning Communities. Options include specialized programs in science, engineering and mathematics; liberal arts; music and other creative and performing arts; career and technical preparation programs; and military and other public service enterprises.

About the RiverDogs

The Charleston RiverDogs, the Class A affiliate of the 27-time World Champion New York Yankees, are Charleston's leader in affordable sports entertainment. Recently recognized with the Bob Freitas Award as the top Class A operation by *Baseball America* in 2017, the RiverDogs are coming off their most successful season when they welcomed over 300,000 fans through the turnstiles for the first time in franchise history.

RiverDogs season tickets, group tickets, and flex plans, including options to the Riley Park Club, are now available for the 2018 campaign, the club's 25th season as the RiverDogs and their "175th in dog years." The RiverDogs begin the season on April 12 when they host the Kannapolis Intimidators at The Joe after a week on the road and an exhibition opener at The Joe on April 3 against Myrtle Beach. Ticket information can be secured by contacting the box office at (843) 577-DOGS (3647) or online at www.riverdogs.com/tickets.