MEDIA RELEASE

OFFICE OF COUNTY MAYOR GLENN JACOBS

400 Main Street, Suite 615, Knoxville, TN 37902

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Contact: Mike Donila 306-1177 cell
Abbey Harris 215-4579 office 705-1681 cell

Knox County Mayor Glenn Jacobs to Launch Read City 2023 Challenge

Public invited to free concert at Historic Bijou Theatre on Jan. 24 at 4 p.m.

KNOXVILLE, Tenn.— Knox County Mayor Glenn Jacobs will be leading the Read City Band at 4 p.m. tomorrow at the Historic Bijou Theatre as he launches the 2023 million-hour reading challenge.

This year's theme, "All Together Now!" is set to music with Keith Brown and his UT jazz students performing some big band standards. Joining them on stage are dancers from Go! Contemporary Danceworks; New York Times best-selling illustrator, Daniel Wiseman; and the Read City Singers.

The event—which is free and open to the public though registration is requested—will kick off the first of several reading challenges taking place throughout the year.

During "Find Your Voice," which runs from Jan. 24 – Apr. 8, participants are challenged to read 30 minutes a day every day or 36 hours total. Prizes for completion include toys for children, Lego kits for teens, and a notepad for adults.

Last year, more than 40,000 people joined the challenge!

Participants who complete "Find Your Voice" and the next two challenges will be entered to win an iPad or a gaming system at the end of the year.

"I'm excited to bring this event to the community as a celebration of reading," said Knox County Mayor Glenn Jacobs. "We're working with groups, businesses, schools, and families to illustrate Knox County's commitment to literacy."

Mayor Jacobs started Read City USA with the Knox County Public Library in 2018 to help promote literacy. Currently, only 40% of third graders meet the state's standard for reading. Read City's mission is to engage and empower the community of parents, educators, caregivers, and institutions to ensure that all children develop a love of reading and learning.

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