**Sample Pre-Event Press Release for ReadQuest**

*Media outlets nationwide run articles about students’ participation in ReadQuest. Submit a press release and gain some well-deserved recognition for your students. Prior to March 3, 2017, simply cut and paste this sample onto your letterhead, customize it as you like with details specific to your classroom or school, and send it to your local newspapers, TV, and radio stations. Many schools like to put an announcement on their websites as well.*

For Immediate Release

[Insert date]

For more information, contact:

[Insert name]

[Insert phone number]

[Insert email if you’d like]

[Insert school name] Students to Take Part in Renaissance’s® Nationwide ReadQuest™ Event

[Insert city, state —]Students at [Insert school name]are preparing to take part in ReadQuest, a nationwide reading event set for Friday, March 3, 2017. They are among thousands of students who will join in this annual reading celebration for K–12 students.

ReadQuest is a one-day event that brings K12 students from all over the country together to celebrate the power of reading—and the incredible places it takes us. Students will read books, nonfiction articles, and complete Renaissance Accelerated Reader 360® quizzes on what they’ve read.

At [Insert school name], students will be celebrating throughout the day. [List any fun reading activities specific to the school, family reading nights, volunteers who will join the event, older students reading to younger students, etc.] All students who participate will receive a Certificate of National Participation.

“Our students are thrilled to be participating in ReadQuest this year. We’re expecting as many as [Insert number] students to contribute to the shared reading effort,” said [Insert your name and title]. “We love ReadQuest because our students gain valuable reading practice, strengthen their vocabularies, and grow not only as readers, but as students as well.”

During the event, Renaissance will showcase a live books-read ticker to display students’ nationwide shared reading effort, give students a chance to have their voices heard with a poll in Accelerated Reader 360, and hold random prize drawings during the day. To follow along with the day’s activities, visit <http://www.renaissance.com/readquest/>.

**About Renaissance Accelerated Reader 360**

Accelerated Reader 360 is a K–12 program that engages students in personalized independent reading practice and close reading of nonfiction articles. The web-based program provides more than 180,000 quizzes and a variety of high-interest nonfiction articles.

**About Renaissance**

Renaissance is the leader in K-12 learning analytics—enabling teachers, curriculum creators, and educators to drive phenomenal student growth. Renaissance’s solutions help educators analyze, customize, and plan personalized learning paths for students, allowing time for what matters—creating energizing learning experiences in the classroom. Founded by parents, upheld by educators, and enriched by data scientists, Renaissance knows learning is a continual journey—from year to year and for a lifetime. Our data-driven, personalized solutions are currently used in over one-third of U.S. schools and more than 60 countries around the world. For more information, visit [www.renaissance.com](http://www.renaissance.com/).

###