



February 19, 2021

Dear Parent,

Get ready! We kick off our second annual Read-A-Thon on March 1st - March 14. This two week long reading competition will support a love of reading and raise funds for the Colts Neck Schools.

Based on our success last year, we set our district goals to read 90,000 minutes and raise \$15,000.

We ask each student to set a goal to read a minimum of 300 minutes over the course of 14 days (about 21 minutes a day). Reading with/for your pre-reading child counts!

Our children can participate by reading daily, tracking their minutes read, and getting sponsors from friends and family for each minute read. We will use the website, www.ReadAThon.com, where each child will have a personal webpage to track reading progress and raise funds. It's a great website to use and fairly simple to set up by entering your name, class, and "class code" that will be given to you this week via a class flyer and through a PTO email.

Every participant can receive prizes based on fundraising. Prizes can be selected on your personal page. In addition, the PTO will recognize:

Readers of 300 minutes or more

Fundraisers of \$250 or more

Top reader in each school

Top fundraiser in each school

Special prizes will go to the class in each school that 1) have raised the most money and 2) read the most minutes.

It is going to be fun, educational, and help us get back to providing our children with the social and academic support they need when it's safe to do so. Any questions or to support our Read-A-Thon, please email Kirsten Connor: fundraising@coltsneckpto.org.

