



FOR IMMEDIATE RELEASE

### **Coach Sarah Patterson Reads for the Record**

TUSCALOOSA, Ala. Oct. 16, 2017 – Success By 6, the early childhood initiative of United Way of West Alabama, is partnering with Jumpstart for the seventh year to present Record for the Record Day on Thursday, Oct. 19. The national event promotes early literacy by inviting participants to unite and read the same book on the same day to be a part of the world’s largest shared reading experience. This year, Sarah Patterson, six time National Championship Gymnastics Coach for University of Alabama, will be the celebrity reader for West Alabama.

Read for the Record encourages participants Thursday to read “Quackers” by Liz Wong to students in classrooms, libraries and homes. Teachers and students and parents with children can listen together as Coach Patterson reads the book online at [uwwa.org/quackers](http://uwwa.org/quackers). Visit the website on Oct. 19 to watch a video of the reading.

“This is our first time to have a celebrity reader, but after seeing how well Sarah interacted with the young ones at our campaign kickoff, we knew she would be an outstanding reader,” said Ruth Gaddis, director of Success By 6. “She did not hesitate to say yes.”

Read for the Record Day has broken the world record for greatest number of people reading the same book on the same day every year since its creation. With more than 2.5 million people participating worldwide, the campaign unites people through the power of literacy. Last year, through the efforts of Success By 6, West Alabama counties had 14,046 participants.

“It’s a fun way for schools and communities to rally and work together to encourage literacy,” said Gaddis. “It’s never too early to read to your child.”

For more information on Read for the Record and how you can participate, contact Ruth Gaddis at 205-345-6640 or [ruth@uwwa.org](mailto:ruth@uwwa.org). You can also visit the Read for the Record website at <https://www.jstart.org/read-for-the-record/>. If your school, student, child or organization reads along with Coach Patterson, email or call Gaddis with the number of individuals who participated in order to be included in the national count.

United Way of West Alabama is a nonprofit organization dedicated to strengthen education, income stability and health in our community by developing resources and partnerships. Coach Sarah Patterson is currently serving as the Campaign Chairwoman for UWWA.

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