

## PRESS RELEASE

April 15, 2008

- Contact:** Tom Polanyi, Twin Lake Elementary Third Grade Teacher, Reeths-Puffer Schools  
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Mike Veltman, Norton Shores Meijer Store Manager, 231-739-9381  
Phyllis Williams, Muskegon Rescue Mission, 231-727-6090, Cell: 231-301-4264
- Schedule:** **Wednesday, April 16, 2008 – Call 231-301-4264 for On-Site Contact**
- 8:45 a.m. Students and staff load collected food items into bus and board bus at Twin Lake Elementary, 3175 Fifth Street, Twin Lake, MI 49457
  - 9:15 a.m. Students exit bus at Norton Shores Meijer (700 W. Norton), receive check
  - 9:30 a.m. Students begin shopping, filling carts, calculating costs, and checking out
  - 10:45 a.m. Students board busses and travel to Muskegon Rescue Mission Men’s Shelter (400 Laketon Avenue) to deliver food items and stock shelves
  - 11:15 a.m. Students travel to Muskegon Rescue Mission Administration/Women’s Shelter (1691 Peck Street) for lunch and tour

### **Third graders to shop, deliver, stock, and tour Muskegon Rescue Mission; fight hunger**

On **Wednesday, April 16, 2008**, at 9:00 a.m., 22 third grade students from Reeths-Puffer’s Twin Lake Elementary will travel by bus to the Meijer Inc. store located at 700 W. Norton Avenue in Norton Shores. With calculators in hand, the students will be selecting food items for the Muskegon Rescue Mission and paying for them with \$500 they raised through a reading challenge. Once the students have selected their items, filled their shopping charts, calculated the cost, and checked out, they will re-board the bus already packed with other food items donated by Twin Lake students and staff. They will travel to the Muskegon Rescue Mission Men’s Shelter located at 400 Laketon Avenue to deliver the food items and stock the shelves. The third graders will then board the bus and travel to the Muskegon Rescue Mission Administration/Women’s Shelter at 1691 Peck Street to enjoy lunch and tour the shelter.

Phyllis Williams of the Muskegon Rescue Mission visited the third grade class back in March when the project called *Read to Feed* first began. She taught the students about the purpose and work of the Muskegon Rescue Mission and shared statistics regarding the critical need for the food pantry. Teacher Tom Polanyi also enlisted the help of Meijer Inc. Store Manager Mike Veltman to further the project. Veltman challenged the class to read for 9,000 minutes collectively outside of regular school hours during the month of March. Veltman said Meijer would donate \$500 toward the purchase of canned goods and dry foods if the students met the goal.

Polanyi said he was very pleased when the students surpassed their goal by reading 16,950 minutes or 282.5 hours outside of school during the 31 days of March. To track their reading, students turned in 1,130 “read aloud slips” meant to track 15 minute blocks of reading time. This meant that, on average, 51 slips were submitted per student. Polanyi said he kept the students engaged in the project by suggesting “weird place reading night,” “read and bump” which rewarded them by allowing them to move their desks to a new location in the classroom, “gym night” which included reading in the library and later playing games in the gym, and “movie night” which rewarded reading students with a movie. Polanyi believes *Read to Feed* will allow students to see firsthand what their philanthropic efforts have accomplished. It also fits well with Twin Lake Elementary School’s year-long theme of “Caring Kids, Caring Community!”

Carla Skoglund, Executive Director of the Muskegon Rescue Mission, said, “Each year the food pantry feeds over 200,000 people. In these tough times the donation is especially needed. I am so impressed with these students who not only read, but also care about others. I am so proud of them.” ###