



## **LIBRARY DISTRICT KICKS-OFF FREE SUMMER CHALLENGE**

### **READING & LEARNING PROGRAM**

### **IN PARTNERSHIP WITH CLARK COUNTY SCHOOL DISTRICT**

*Kids & teens can have fun, earn prizes from Vegas Golden Knights and Las Vegas Lights while keeping school skills sharp!*

**LAS VEGAS** – May 6, 2021 – The Las Vegas-Clark County Library District will launch its free, annual Summer Challenge educational program with a fun, activity-filled kickoff event on May 15, 2021 at the East Las Vegas Library. The library is located at 2851 E. Bonanza Rd. and the festivities will run from 11am – 1:30pm. Children will also receive Summer Challenge information through the Clark County School District, beginning in May 2021. Early sign-ups are taking place now.

### **Summer Challenge Kickoff Event**

Families with children from babies through grade 12 will find something for everyone in this festival atmosphere, featuring exciting prize giveaways from the Vegas Golden Knights and the Las Vegas Lights; DJ Naavi spinning tunes from the stage; balloon artists, freebies and crafts; the Kona Ice Truck; informational booths featuring dozens of free community programs and services; and lots more fun things to explore, all located in the library's outdoor plaza. Meanwhile, inside the East Las Vegas Library, kids can participate in STEAM activities and enjoy live, hands-on demonstrations of the Built From Scratch Tech Lab, Podcasting Studio, Teen Sphere Zone, and more.

Summer Challenge is the Library District's annual summer reading and learning program, which helps local youth beat summer boredom while having a blast and sharpening their academic skills.

"Summer is a time to make learning fun by giving kids and teens the freedom to explore what they like to read and do," said Kelvin Watson, executive director of the Las Vegas-Clark County Library District. "Summer Challenge gives them the motivation to follow their own interests and to prevent school skills from sliding during summer break. We are grateful to Dr. Jara and his team at CCSD for their second year of working with us to distribute Summer Challenge materials to youth throughout the valley."

"We at the Clark County School District wish all of our students a safe and enjoyable summer break," said Dr. Jesus F. Jara, superintendent of the Clark County School District (CCSD). "A break from school, however, can lead to a summer slide if students don't stay engaged in reading and learning. This is why we are excited about the Summer Challenge, a wonderful partnership between CCSD and the public libraries in Southern Nevada, including the Las Vegas-Clark County Library District. Students should have some fun this summer and read something they enjoy for 30 minutes each day."

### **Summer Challenge Program Details**

This year's theme is **POWER UP YOUR ROBOT** with activities and reading! Register and start participating at [LVCCLD.org/SummerChallenge](http://LVCCLD.org/SummerChallenge), which includes a Spanish language portal. The program runs from Saturday, May 15, 2021 through Friday, July 31, 2021.

One of the Library District's longest running programs, Summer Challenge motivates kids to keep learning all summer long. Here's how it works:

- **Participating in weekly activities that can be enjoyed in library branches and at home.** Parents are looking for summer solutions, and they will find tons of unique activity suggestions, which can inspire new hobbies, interests, and abilities.
- **Reading (or being read to) whatever they like** – The Library District website offers children from babies through grade 12, thousands of online reading options, including eBooks, audio books, magazines, poetry, song lyrics, graphic novels, and comic books plus storybooks and picture books for little ones.
- **Participation is easy** – Kids & teens will track their activities and reading progress online at [LVCCLD.Beanstack.org](http://LVCCLD.Beanstack.org) or on paper logs, which are available in library branches. Babies up to age 5 can also participate with a special log just for them, tracking activities and every book that they read, or is read to them.
- **And did we mention prizes?** There are multiple opportunities to win:
  - **Book Prizes** – Win a book each time you complete a Summer Challenge level.
  - **Branch Grand Prizes** – Enter for a chance to win grand prizes at your branch when you complete all three Summer Challenge levels.
  - **Super Reader 900-Volt Challenge** – Complete extra reading time and enter to win a #GetCarded library tote bag filled with an iPad mini, prizes from the Vegas Golden Knights, the Las Vegas Lights, and more!
  - **Social Media Prizes – NEW THIS YEAR!** Share your progress on social media for a chance to win even more prizes, including a Vegas Golden Knights Fanatics Jersey. Just tag @LVCCLD on Facebook, Instagram, and Twitter and include #SummerChallenge.

### **Watch for Summer Challenge Brochures at School**

The Clark County School District will distribute 110,000 Summer Challenge brochures in classrooms, at food distribution sites, and in Distance Learning Packets that will be transmitted to parents through the school district's web portal. The Library District will distribute an additional 8,000 brochures through its outreach services as well as 39,000 more in its 25 library branches throughout Clark County. The brochure targets four audiences:

- 1) Parents, who may have babies through high school age youth at home and are looking for a way to entertain them all this summer;
- 2) Kids, who can become bored once the novelty of “school’s out” wears off; and
- 3) Teens, who might be interested in sharpening their scores for graduation and qualifying for trade school or college.
- 4) Spanish-speaking households with children babies through grade 12.

The Library District wishes to thank all of our Summer Challenge partners, which include: Clark County School District, City of Las Vegas, Get Outdoors Nevada, Las Vegas-Clark County Library District Foundation, Las Vegas Golden Knights, Las Vegas Lights, University of Nevada Cooperative Extension, and Vegas PBS.

### **Get a Free Library Card, Your All Access Pass to Discovery**

The Library District is open 24/7 on our website at [LVCCLD.org](http://LVCCLD.org). All you need to stream and download movies, music, books, and so much more from our website is a FREE library card. **For those who do not currently have a library card**, they can sign up for a free digital eCard to get instant access at [LVCCLD.org/GetCarded](http://LVCCLD.org/GetCarded). Parents can also find online resources on the website to help kids and teens practice their grade level skills while having fun. These include Muzzy, a popular language-learning course for beginners; Socrates, which plays like a video game covering K-8 math, language arts, and science; and for teens, Treehouse, which teaches coding, and BrainFuse, which provides live online tutoring in a wide range of subjects.

### **So Many Ways to Participate**

Besides in-branch activities, parents and kids can tune in to the District’s YouTube channel at [YouTube.com/TheLibraryDistrict](http://YouTube.com/TheLibraryDistrict). There they will find virtual programming that also qualifies for prizes, like storytimes from celebrities such as the Windmill Library’s own Miss Shana, youth services manager at the Library District, plus Rita Moreno, Michelle Obama, Daisy Ridley, Dolly Parton, Courtney B. Vance, and more. There is also a Spanish language playlist, which includes a talk with Jesus Lopez, announcer from the Vegas Golden Knights; and a performance from the Young Artists Orchestra featuring “One Night in Havana.”

“Summer Challenge is a great example of how our libraries have become community centers for free access to learning year round, with free homework help, WiFi and technology, employment and career assistance, arts and culture, and so much more,” said Mr. Watson. “Our branches are fully open and we have enhanced cleaning measures in place for a safe environment.”

Make this summer memorable with Summer Challenge and get rewarded for having fun! For full details about Summer Challenge, including how to sign up and a list of activities, please visit [LVCCLD.org/SummerChallenge](http://LVCCLD.org/SummerChallenge).

### **About Las Vegas-Clark County Library District**

The award-winning Las Vegas-Clark County Library District is an independent taxing entity that serves a diverse community across 8,000 square miles. Through its 25 branches and website, the Library District offers a collection of 3.2 million items consisting of books, movies, music (including streaming and downloadable), online resources, as well as free programs for all ages. The Library District is a vibrant and vital member of the community offering limitless learning; business and career advancement; government and social services support; and, best of all, a place where customers find a sense of culture and community. For more information, please visit [LVCCLD.org](http://LVCCLD.org).

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