

# Pro sports teams helping ensure “Michigan Reads” this summer

Research has shown that leisure reading by students during the summer break can drastically reduce the “brain drain” experienced during their time away from school. And research has also shown that offering incentives for reading can be a great way to get kids to turn off the TV and the video games and pick up a good book.



That’s why MEA is proud to be partnering with three of Michigan’s top professional sports teams to encourage kids to read this summer. Through the “Michigan Reads” program, the Detroit Pistons, Detroit Red Wings and Detroit Tigers have all agreed to offer students incentives for reading 10 books between June 14 and August 22.

In exchange for reading approximately one book a week during that time, students get to choose a great reward from their favorite team, including free or discounted tickets, stadium parties, luxury suites, and other cool grand prizes (see below for details).

Educators and parents can go to [www.michiganreads.com](http://www.michiganreads.com) to learn how students can take part in the program this summer.

**In exchange for reading 10 books through the Michigan Reads program, students can choose a special reward from their favorite team. The reward packages include:**



- ▶ FREE Party at the Palace, including locker room tours, photos with NBA Championship trophies, and an on-court basketball clinic.
- ▶ One FREE ticket (with the purchase of another ticket at half price) to an early-season Pistons game at the Palace OR a preseason game at Grand Rapids’ Van Andel Arena (subject to availability).
- ▶ Entry into the GRAND PRIZE drawing for a luxury suite to the Pistons opening night game in October.



- ▶ FREE one-day pass to either 2010 HockeyFest event at Joe Louis Arena (if scheduled) or another interactive special event at Joe Louis Arena.
- ▶ \$28 pre-season ticket package including one kids ticket and Meijer Kids Club Membership and one adult ticket (extra tickets \$15 each).
- ▶ Entry into the GRAND PRIZE drawing to attend Wings training camp in Traverse City, including a one-night hotel stay at Great Wolf Lodge and a meet-and-greet with a Wings player.



- ▶ One FREE ticket to the Sunday, Sept. 12, Tigers game against the Baltimore Orioles, which includes the chance to run the bases after the game, weather permitting. (Additional adjacent seats may be purchased; subject to availability.)
- ▶ Entry into a drawing to enjoy the Sept. 12 game from a Comerica Park Luxury Suite.
- ▶ Opportunity to win a 2011 TigerFest V.I.P. package.

For more information, visit [www.michiganreads.com](http://www.michiganreads.com).