



• leverages the •
power of **ROCK** to *inspire* **LITERACY**
motivating and empowering people
to enrich their lives through reading.



“through literacy you can begin to see the
universe. through music you can reach anybody.
between the two there is you, unstoppable.”

★ *Grace Slick*

ROCK *for* **READING**
creating a nation of readers!



we **ACCOMPLISH** *this by:*

Raising awareness and resources through musical concerts and benefits.

Awarding grants to literacy and reading programs at community organizations, libraries, and schools.

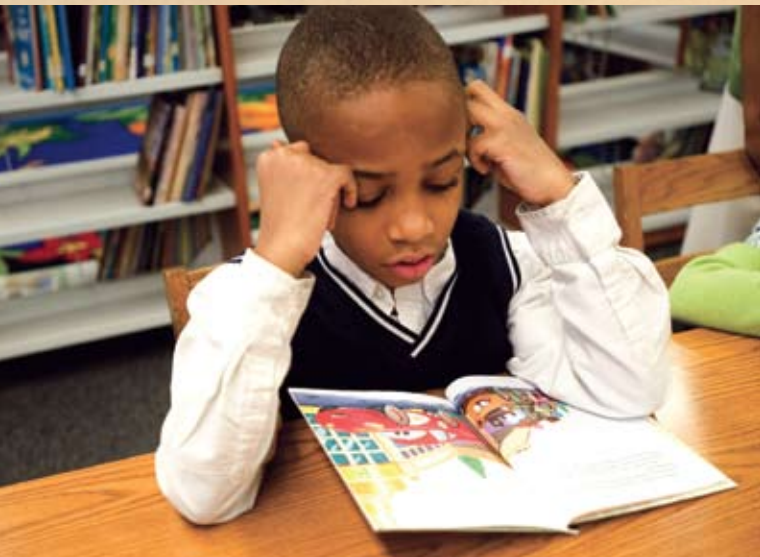
Building partnerships and strategic alliances to raise funds in support of organizations that champion the cause of literacy.

Educating the public to promote activism and direct involvement.



◦ ————— ◦ *our* **VISION** ◦ ————— ◦

inspire a community of readers and
create a community of dreamers



Reading is an essential foundation for success in school, competing successfully in the workplace, and for dreaming.

Lifelong learning empowers people to ultimately improve socioeconomic conditions for their families, communities, and future generations.

Literacy opens doors of opportunity and understanding that no other skill can provide.

“the beautiful thing about learning is nobody can take it away from you.” ★ *B.B. King*

o ————— o **our IMPACT** o ————— o
teachers, students, literacy providers, and community
organizers believe in the power of music & reading
o ————— o

Literacy rates in Chicago, and throughout the United States, continue to decline. Now is the time to make a difference. With one simple step by each of us, we can create a nation of readers! Get involved through...

Monetary donation – your generous contribution helps Rock for Reading support literacy organizations throughout Chicagoland.

Company match – many companies will match your monetary donation. Ask your employer or payroll office for a matching gift application.

Book donations – we are always looking for publishing or retail partners to donate additional books to our cause.

Volunteer – we rely on the generosity of volunteers. Whether it is sorting books, managing a school read-a-thon, or assisting with an event, you are contributing to the cause. We know your time is valuable, please consider being a volunteer today.



we **ROCK + RUN**

we produce signature annual concerts,
and we sponsor a marathon team

Since our inaugural concert in 2003, we have held an annual signature concert featuring artists such as David Gray, Steve Earle, Tom Morello and many more. Some venues include The Vic Theater, Park West, and the House of Blues.

The Rock For Reading Marathon Team is comprised of runners at all levels who train for the Bank of America Chicago Marathon. Our runners commit to fundraising goals through pledges and other activities in support of our mission – motivating and empowering people to enrich their lives through reading.



our **HISTORY**

music is the inspiration for many great ideas,
among them, rock for reading



“there’s work to be done, somethin’ there for everyone, i know - i’ll start with me.”

★ *Alice Peacock*

In 2003, singer and songwriter Alice Peacock joined with Hugh Haller and Paul Natkin to raise money for literacy by starting a foundation focused on reading. The idea stemmed from Alice’s song “I’ll Start With Me,” which is about individuals choosing to take action and make a difference in society.

Since the inspiration for the organization came from music, the group decided an annual benefit concert would be the signature event of the foundation. We have been rockin’ and readin’ ever since.

Contact us!

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Rock for Reading is a 501 (c) (3) nonprofit organization