

**MEDIA CONTACT**

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## MEDIA ADVISORY

### MILWAUKEE PUBLIC LIBRARY HOSTS SUPER READER SQUAD KICK-OFF PARTY *Revamped Summer Reading Campaign Features New Characters*

Milwaukee Public Library is kicking off their new Super Reader Squad Program with a free, public celebration on Saturday, June 16<sup>th</sup> at Central Library.

The party will promote the [Super Reader Squad Summer Reading Program](#), encouraging children ages 12 and under to continue developing their reading skills over the summer by consistently reading to win a variety of prizes. Ten years ago, Milwaukee Public Library launched the Summer Reading Program aimed at mitigating the summer reading gap and inspiring children to build their language and knowledge through reading. This year they are announcing an exciting new Super Reader Squad - Alpha, Dewey, Blink, Fan and Turner – complete with new logo, posters, yard signs and more.

Members of the media are invited to attend the event and meet the new brand-new members of the Super Reader Squad, learn more about the benefits of the program for children, and get some fun footage of this community-focused, family-friendly event.

#### **WHAT Milwaukee Public Library's Super Reader Squad Kick-Off Party**

**DATE / TIME****Saturday, June 16, 2018****10:00 a.m. – 12:00 p.m.**

- 10:30 Story time with entertainer Chris Fascione
- 11:00 Dance party with DJ Family Friendly
- Photo Booth with Super Reader Squad Members
- Face Painting

**LOCATION****Milwaukee Public Library – Central Library**

814 W. Wisconsin Ave

Milwaukee, WI 53233

**INTERVIEW****Kelly Wochinske, Youth Services Coordinator, MPL**

*Kelly will discuss the purpose behind the new, revamped Super Reader Squad Reading Program and the community benefits.*

Check out [superreadersquad.org](http://superreadersquad.org) for additional information about the event and the Super Reader Squad.

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