



Arkansas Department of Education

Johnny Key, Commissioner

Transforming Arkansas to lead the nation in student-focused education

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ADE Launches R.I.S.E. Spotlight Campaign

LITTLE ROCK — Learning to read is a rewarding experience, but when community partners provide additional support, everyone benefits. To aid in the sharing of best practices and promote community collaboration, the Arkansas Department of Education today launched the R.I.S.E. Spotlight campaign. Through this social media campaign, ADE will shine the R.I.S.E. Spotlight each month on a partner that is actively engaging the community in reading.

Gov. Asa Hutchinson and the Arkansas Department of Education launched R.I.S.E. (Reading Initiative for Student Excellence) Arkansas in January 2017. The initiative focuses on three main goals: strengthen reading instruction, create community collaboration, and build a culture of reading. The R.I.S.E. Spotlight campaign focuses on the second goal.

"Community support and collaboration is essential to the success of any initiative, and never is that more important than when promoting the importance of reading" Hutchinson said. "Through the R.I.S.E. Spotlight campaign, ADE is highlighting partners who are doing exceptional things to encourage reading in the community. I commend both the department and these partners for sharing best practices, and I encourage others to do the same."

AR Kids Read, a nonprofit that connects struggling readers with volunteer tutors, is the first partner organization that will be featured through the R.I.S.E. Spotlight campaign. Information about the organization is available on the ADE website at <https://bit.ly/2Tsit8S>. ADE also will post and share information each Tuesday on Facebook, Twitter, and Instagram using #RISEArkansas.

Since the launch of R.I.S.E. Arkansas more than 10,000 kindergarten through twelfth-grade teachers around the state have received intensive training in the science of reading instructional practices, and more than 350 schools were named R.I.S.E. Schools for their commitment to promoting a culture of reading. To learn more about R.I.S.E. Arkansas, visit www.risearkansas.org.

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