



POB 392394  
Snellville, GA 30039

### Media Release

Contact:

Andrew Snorton  
Creative Community Solutions, LLC  
Phone: 770-364-9426  
Email: [asnortonccs@gmail.com](mailto:asnortonccs@gmail.com)

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### **FOR IMMEDIATE RELEASE: LAUNCH OF “THE LITERACY PROJECT” USHERS IN A WAY TO SUPPORT THE IMPORTANCE OF READING AND A WAY FOR A CONCERNED CITIZEN TO CELEBRATE HIS BIRTHDAY.**

On August 20, 2016 from 11am-1:30pm, a program entitled “The Literacy Project” is taking place. Held at A Taste of Paradise Restaurant and Event Hall, the purpose is to provide a push and encouragement for students in grades K-12 and adults to embrace and improve their consistency with reading.

“It’s something I want to do as it ties in with my birthday” notes Andrew Snorton, the coordinator of the program. “I’ve always done a community service and outreach piece when celebrating my birthday; this year, my focus is on the encouragement of reading, as it truly is a powerful means of learning”.

Patrons are asked to bring a book that is grade level appropriate. Topics and content desired include economics and finance, science and technology, history (including African-American and other cultures); for adults, similar topics along with self-help books, how-to-do topics (including cooking and home improvement), and health and wellness as asked. In the event people would like to make a monetary donation, it is asked that it is done in the form of a gift card to a local bookstore in the amount ranging from \$8 to \$31 (as Snorton’s birthday is on August 31<sup>st</sup>).

Every half-hour on the hour (i.e. 11:30am, 12:30pm, and 1:30pm), group readings are conducted to help demonstrate and model the overall importance. Likewise, any books that are not picked up during the book exchange are scheduled for donation to a local school (or schools), library, or other community-based organization (the beneficiaries are scheduled for announcement the day of the event).

For details on participation, readers are encouraged to contact Mr. Snorton (email: [asnortonccs@gmail.com](mailto:asnortonccs@gmail.com) or [asnorton06@gmail.com](mailto:asnorton06@gmail.com); phone is 770-364-9426).

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