



PRESS RELEASE

CONTACT

Sarah Carlson-Wallrath
The Reading Center
507-288-5271 (w) 952-564-0739 (c)
scarlsonwallrath@theReadingCenter.org
www.TheReadingCenter.org

THE READING CENTER TO HOLD 5th
5K FUN RUN/WALK, **SUPERHERO DYSLEXIA DASH**,
SATURDAY 10/6
October is Dyslexia Awareness Month

(October 3, 2018, Rochester, MN)

What: **Dyslexia Dash 5K Fun Run and Walk**

When: **Saturday, October 6, 2018 at 10am**

Location: **Begin/End at Soldier's Field Picnic Shelter**



Come as your favorite superhero! Run or walk for fun and fitness while raising awareness of dyslexia and funds for scholarships and programming to assist students with dyslexia. **One mile Kids' Run begins at 9:45am, 5K Run/Walk begins at 10am.** Register online at the TheReadingCenter.org, or in-person on day of event. Proceeds benefit individuals with dyslexia who are unable to afford tutoring, and support of important Reading Center programs.

This 5th annual event has a superhero theme. Kids 12 and under **will receive a participation medal.** Registered participants will receive goodie bags from sponsors, the opportunity to **meet a Super Hero, (local businessman and Reading Center alumnus Ben Tilson – pictured above, right)** and take a souvenir photo in our photo booth. All registered participants will receive free pizza and pop after the race at sponsor Pasquale's Neighborhood Pizzeria down the street.

Other events are offered to the public during Dyslexia Awareness Month, including:

October 9 6:00pm Young Adults with Dyslexia Panel

Location: The Reading Center and Facebook LIVE

Join three young Reading Center alumni as they discuss their experience growing up with dyslexia.

Event is free; more information at www.TheReadingCenter.org

October 15 4-6pm Reading Center Open House

Location: The Reading Center, 847 5th Ave NE, Rochester

Event is free ; more information at www.TheReadingCenter.org

October 24 7pm Walk in My Shoes: An Interactive Dyslexia Simulation

Location: Rochester Area Foundation, 12 Elton Hills Drive NW, Rochester

If you have family members or friends who have dyslexia (and you probably do, since 1:5 has dyslexia), this high-impact, immersive experience will be an eye opener to the struggles that students with dyslexia face in school settings every day.

Event is free; RSVP is required at www.TheReadingCenter.org

Since 1951, over 9,000 dyslexic students have been taught to read through the Reading Center.

The Reading Center is a non-profit organization that has been helping struggling students learn to read since 1951. The Reading Center provides educational testing, one-on-one Educational Therapy, an early childhood Reading Readiness program and summer Best of Basics program for children. The Reading Center also trains adults in a multi-sensory, structured approach (Orton Gillingham) to teach reading through our Basic and Advanced Institutes.

In 2017, The Reading Center tutors and trainees reached hundreds of Minnesota's struggling readers. In total, **we reached 512 students across all our**

programming including our impactful relationships with the Rochester Reading Champions and Boys & Girls Club of Rochester. Due to the support of donors, 16% of our students received almost \$59,000 in scholarships.

THANK YOU TO OUR SPONSORS:

Home Federal

Canadian Honker

Premier Bank

Kwik Trip

Post Bulletin

Fox 47

Pasquale's Neighborhood Pizzeria

Running Room

Culligan of Rochester

Sekapp Orchard

Caribou

Gingerbread Bakery

Great Harvest Bread

###