



TUCK'S R.U.S.H. FOR LITERACY ANNOUNCES \$250,000 GRANT TO 50 FUND'S BAY AREA EARLY LITERACY INITIATIVE SUPER BOWL 50 HOST COMMITTEE'S 'THE RE(A)D ZONE' TO COMBAT 'SUMMER SLIDE'

SAN FRANCISCO –Tuck's R.U.S.H. for Literacy—the children's literacy program founded by two-time Super Bowl Champion and Pro Bowl defensive end Justin Tuck and wife Lauran—today announced a \$250,000 grant to provide books and literacy enhancing programs for low-income Bay Area children, prioritizing children in public housing. The investment is the lead contribution to "The Re(a)d Zone"—a 14-month Bay Area early literacy initiative created by the [50 Fund](#), the legacy fund of the [San Francisco Bay Area Super Bowl 50 Host Committee](#).

The Tuck's R.U.S.H. for Literacy grant will be used as a dollar-for-dollar match for Bay Area summer literacy programs to purchase up to 50,000 new, high-quality books from [First Book](#), which currently distributes books to more than 3,000 programs in the Bay Area. In addition, the grant will provide more than 25,000 additional books through [Imagination Library](#), which fosters a love of reading among preschool children and their families, and through [Jumpstart's Read For The Record®](#) campaign in October. myON will provide free access to the world's largest interactive digital library for all Bay Area children and families during Summer 2015, and partner with Tuck's R.U.S.H. for Literacy to provide selected districts with subscriptions to the myON personalized literacy environment in Fall of 2015.

"Through initiatives like The Re(a)d Zone, we are able to transform summer from a period of risk, to a time of opportunity for low-income children," said Lauran Tuck. "Since 61% of low-income children don't have access to books in their homes, this investment is an important first step to ensure that Bay Area children have the resources they need to become lifelong readers and learners."

By investing in The Re(a)d Zone, Tuck's R.U.S. H. for Literacy joins a robust partnership including the Bay Area communities that are part of the [Campaign for Grade-Level Reading](#), campaigns like [Summer Matters](#), and organizations such as the [California Library Association](#) and [Pacific Library Partnership](#). Collectively, these efforts will build up and strengthen programs that help struggling readers to catch up, help marginally proficient readers to avoid the "summer slide," as well as allow low-income children across the region to gain access to books, reading programs and early literacy supports.

"Investment and support from leading early literacy advocates such as Lauran and Justin Tuck can help us move closer towards closing the opportunity gap that exists from so many children today," said Jason Trimiew, VP of Community Relations for the Super Bowl 50 Host Committee. The Re(a)d Zone will reach more than 50,000 low-income Bay Area children through a number of high-quality literacy-enhancing programs beginning this summer and continuing beyond Super Bowl 50 to summer 2016. The Re(a)d Zone will also feature an early literacy summit during Super Bowl week.

"Education is a true equalizer," said Justin Tuck. "We started Tuck's R.U.S.H. for Literacy over seven years ago and we have dreamed of having partners like this to create a larger impact. Together with the 50 Fund we can use the platform of Super Bowl to shine a spotlight on this important issue."

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About Tuck's R.U.S.H. for Literacy

Tuck's R.U.S.H. for Literacy was founded in 2008 by Lauran and Justin Tuck to bring the same opportunities that made them successful to low-income youth in New York, New Jersey, Alabama and the Bay Area. Focused on literacy, the program began with a simple book distribution, and then grew to include an essay contest and supporting materials, as well as grantmaking. As of the 2013-2014 school year, the program began to focus on summer learning loss – a critical issue for low-income youth – and financial literacy, as success in both areas increases the likelihood that a child will attend college. Since its inception, Tuck's R.U.S.H. for Literacy has placed over 86,000 books in 14,835 students' hands, and given more than \$610,000 in grants. For more information please visit www.rushforliteracy.org.

About 50 Fund

50 Fund is the signature philanthropic initiative of the San Francisco Bay Area Super Bowl 50 Host Committee. Its goal is to help close the opportunity gap that exists for Bay Area children, youth and young adults living in low-income communities. Through its grantmaking programs, 50 Fund will support organizations and initiatives making a difference, tackling big issues and scaling their impact. For more information, visit www.50fund.org

About the San Francisco Bay Area Super Bowl 50 Host Committee

Working in partnership with Bay Area public officials and the NFL, the San Francisco Bay Area Super Bowl Host Committee is responsible for Super Bowl 50 and its celebration elements, including the Super Bowl City fan village, public exhibits and planning of game day logistics. The Host Committee will donate 25% of every dollar raised to Bay Area community initiatives and high-performing nonprofits through 50 Fund. To be hosted in the state-of-the-art Levi's Stadium in Santa Clara in 2016, Super Bowl 50 will be celebrated through a series of events that showcase all the Bay Area has to offer. For more information, visit www.sfbaysuperbowl.com.

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