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**FOR IMMEDIATE RELEASE**  
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**MORE THAN 7,000 CCSD STUDENTS**  
**TO ATTEND LAUNCH OF FOURTH ANNUAL READING COMPETITION**  
*Celebrities, elected officials, educational leaders, student-athletes*  
*to promote Rebel Reading Challenge sponsored by SuperPawn and UNLV Athletics*

**WHAT:** SuperPawn and UNLV Athletics are teaming up with the Clark County School District (CCSD) to bring more than 7,000 fourth and fifth grade students from 37 schools to the Thomas & Mack Center for the “Rebel Reading Challenge” Kickoff Celebration.

The second annual reading competition launch event features a friendly basketball competition between UNLV President Neal Smatresk and CCSD Superintendent Dwight Jones, appearances from UNLV coaches and student-athletes as well as media personalities. The event launches the “Rebel Reading Challenge,” a 30-day competition designed to motivate students to read. Winning classrooms receive free tickets and transportation to a UNLV men’s basketball game and a classroom pizza party.

Created by SuperPawn as a community outreach initiative four years ago, the Rebel Reading Challenge has evolved from a 16-school competition to include students from 37 schools this year. SuperPawn is underwriting the cost of busing the students to the Thomas & Mack along with other prizes. Spread the Word Nevada, a non-profit dedicated to literacy, is providing each student with a book.

**WHEN:** Wednesday, Nov. 14, 2012  
10:30 to 11:30 a.m.

**WHO:** 7,000-plus CCSD 4<sup>th</sup> and 5<sup>th</sup> Grade Students from 37 schools  
CCSD Superintendent Dwight Jones  
UNLV President Neal Smatresk  
UNLV Coaches and Student-Athletes, Mascot, Dance Team and Cheer Team

**WHERE:** Thomas & Mack Center, UNLV Campus  
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