

Chesapeake Bank sponsors Virginia Reads One Book

More than 60,000 public school students and their families from across Virginia will read the same book on the same schedule.

Virginia Reads One Book, a new reading program from Richmond-based Read to Them started Friday, March 1.

Chesapeake Bank is a sponsor of this program at Lancaster County Primary School, where more than 375 students and staff will participate, reported director of marketing Paula A. Milsted.

“At kickoff events in each school, students will receive their own copies of Cleo Edison Oliver: Playground Millionaire to take home and read with their families,” said Read to Them program director Cathy Plageman. “Students will follow along as a mystery reader from the

Washington Redskins, through a partnership with the Washington Redskins Charitable Foundation, reads the first chapter aloud on an exclusive video cast. For the next three weeks, students and their families read a chapter each night at home, coordinating with classroom and school-wide activities.

“Cleo Edison Oliver is a chapter book featuring a sassy, confident, independent, enterprising girl who is ready to take on the world. Cleo is an African-American elementary school girl who is focused on business, whether it’s selling avocados, homemade dog food or concocting a money-making scheme to pull loose teeth. Her story takes place on the playground—and along the way she discovers basic financial principles. We expect the students will have a lot of fun

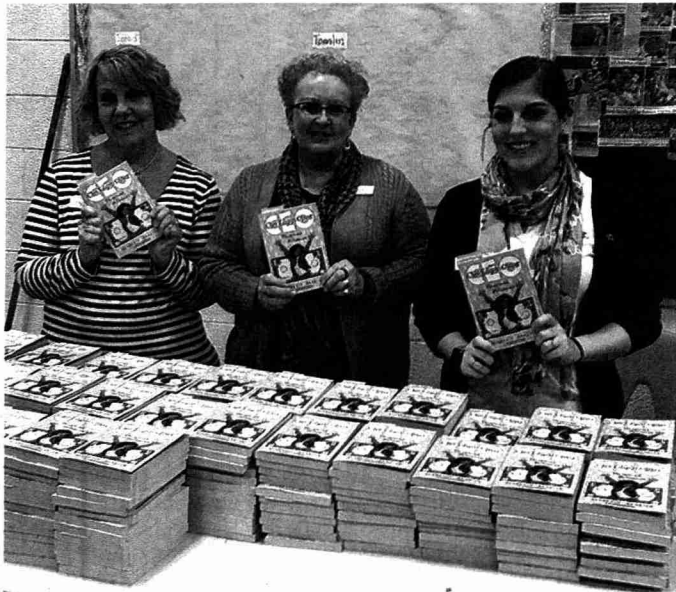
reading about Cleo,” continued Plageman. “In fact, we hope it may even inspire some students to become budding entrepreneurs themselves.”

“We are proud to again be a statewide sponsor of Virginia Reads One Book. The program not only boosts students’ reading abilities, but it shows them reading is fun in an atmosphere that strengthens family and community interactions,” said Virginia Bankers Association president and chief executive officer **Bruce Whitehurst**. “With the support of Chesapeake Bank, the school receives a book for every student and complimentary staff copies, both family literacy and financial literacy activities, school assembly suggestions, teacher resources and both family and community engagement tools. These resources turn a book

into a community experience so everyone can enjoy and share the story.”

“We are thrilled to be able to sponsor Virginia Reads One Book this year, which builds on other financial literacy efforts that we have going in our community, including Teach Children to Save and Get Smart about Credit programs,” said Chesapeake Bank chairman, president and chief executive officer Jeff Szyperki. “We were drawn to this program by not only the financial literacy focus of the book, but also the idea of bringing families together.”

Other program sponsors include Virginia Bankers Association Education Foundation, Washington Redskins Charitable Foundation, Virginia Council on Economic Education and Tackle Reading.



Chesapeake Bank employees Penny Gilbert, Suzanne Keyser and Kelsey Thrift hand out books at the Virginia Reads One Book kickoff.

