



MEDIA RELEASE

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Anchors Aweigh! Mayor Jacobs to Announce Read City USA 2022 Challenge

This year's challenge set to an ocean theme and includes three mini challenges

KNOXVILLE, Tenn.—Knox County Mayor Glenn Jacobs is ready to set sail on the Read City USA 2022 reading adventure. Themed “Oceans of Possibility,” this year's million-hour goal is broken into three nautical challenges to be completed throughout 2022.

A launch event will be held at 4 p.m. on Tuesday, Jan. 11 at the Haslam-Sansom Ministry Complex on Texas Ave. Programming will include a special message from Shark Tank’s Mark Cuban, who, in 2015, invested in Zoobean, the company that developed the Beanstack Tracker App used to log the challenge's reading hours.

Mayor Jacobs started Read City USA in 2019 to help increase literacy rates. Currently, only 40% of Knox County students are reading on grade level by the third grade—a milestone grade for several indicators including future graduation rates, incarceration projections, and earning capacity. Read City USA launched its first challenge of 250,000 hours with the theme of “Reading to the Moon.” Since then, Read City USA has seen steady growth with groups and individuals logging a combined 2,090,580 hours by 23,682 participants.

“I’m excited to see the participation in this reading challenge,” said Mayor Jacobs. “It shows that our community cares about supporting our schools and making reading a priority.”

Individuals, groups, and businesses are encouraged to take the challenge. More information is available at www.knoxlib.org/readcity.

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