

**FOR IMMEDIATE RELEASE**

**DWYANE WADE AND WADE'S WORLD FOUNDATION  
TO ANNOUNCE PARTNERSHIP WITH  
CHICAGO'S BY THE HAND CLUB**

***Joint Initiative to Promote Literacy as an Agent of Positive Change for  
Chicago's Most At-Risk Youth***

**CHICAGO - April 11, 2012** – On Thursday, April 11, the evening before the Miami HEAT take on the Chicago Bulls at the United Center, HEAT All-Star and Chicago native Dwyane Wade will announce a charitable collaboration with the city's local By the Hand Club, and effectively begin a strong drive for literacy that will transcend team affiliations.

The project – a joint initiative by the Wade's World Foundation and By the Hand Club - will operate with a mission to support literacy efforts and encourage committed reading behaviors, largely by providing at-risk youth with the necessary resources that many local communities currently lack.

“As a Chicago native, I remain deeply committed to supporting any opportunity that will benefit children living in the city's struggling communities, and I developed the Wade's World Foundation to touch as many lives as possible, in as many ways as possible,” Wade said. “I believe that when someone gives a child the gift of reading, they are providing much more than just the ability to recognize words and letters, but also introducing an entire skill set that can have a profound impact on a child's life.”

The multi-platform campaign will include an array of initiatives, including the launch of the “Reading Takes You Far” campaign, which will aim to place books and additional reading resources into the hands of Chicago's children to promote literacy.

“We are thrilled to have Dwyane Wade help ignite the kids' excitement about reading,” said Donnita Travis, founder and executive director of By The Hand Club. “While reading is one of the best predictors of a student's academic success, one-third of Chicago's fourth graders are unable to read at grade level. By providing those children in need with access to books, we hope to change that.”

The Reading Takes You Far campaign will also offer:

- A text-to-donate option, enabling the public to donate from mobile phones in order to put a book in a child's hands
  - From a mobile phone, text READ to 27722 to make a \$10 donation to buy books
- A web page ideated by the Club's seventh graders that will link kids, parents and teachers to resources that encourage reading, available at [www.readingtakesyoufar.com](http://www.readingtakesyoufar.com)
- A Reading Takes You Far Public Service Announcement, created by the Club's first graders, inspiring children to read more, which will be distributed to the media by the children and their classmates at 16 CPS partner schools on June 11, 2012 – a day Mayor Rahm Emanuel has proclaimed By The Hand Club Literacy Day in Chicago

**-more-**

### **Press Conference**

Wade will meet with By The Hand Club kids and Chicago media to announce his foundation's partnership on Wednesday, April 11, at 8 p.m. The event will take place at By The Hand Club: 1000 N. Sedgwick, Chicago.

Visit [www.bythehandclub.com](http://www.bythehandclub.com) and [www.wadesworldfoundation.org](http://www.wadesworldfoundation.org) to learn more about how these organizations are helping Chicago's youth.

###

### **About Wade's World Foundation**

The mission of Wade's World Foundation is to help inspire and provide support to community-based organizations that promote education, health and social skills for kids in at-risk situations so they have the necessary tools they need to leave a positive footprint within their community and succeed in their life experiences. Since the foundation launched in 2003, Wade and his family have been committed to giving back in Chicago, Milwaukee, South Florida and throughout the country. In addition to By The Hand Club, Wade's World supports Boys and Girls Club, Feed The Children, Make-A-Wish Foundation and Marquette University to name a few. Also, the Foundation hosts Wade's World Weekend in Chicago with youth summits, Chicago Public School visits, a father and son mentor camp and a Chicago Talent Showcase.

### **About By The Hand Club for Kids**

Founded in 2001, By The Hand Club is a faith-based, after-school program committed to transforming young lives – mind, body and soul – by helping kids experience the promise of abundant life. Located in four of Chicago's most challenging neighborhoods, Cabrini-Green, Austin, Altgeld-Murray and Englewood, the organization takes 851 kids by the hand and walks alongside them from the time they enroll in the program until they're walking independently as well-adjusted, responsible adults. By The Hand Club plans to expand into other neighborhoods and is on track to serve 5,000 children by 2020.

### **Contact:**

Dwyane Wade/Wade's World Foundation  
Amy Jacobs  
212-843-8077 [ajacobs@rubenstein.com](mailto:ajacobs@rubenstein.com)

Edelman  
Ann Glynn  
312-240-2650  
[ann.glynn@edelman.com](mailto:ann.glynn@edelman.com)