



MEDIA RELEASE

OFFICE OF COUNTY MAYOR GLENN JACOBS

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From the Ocean Floor to the Surface of the Moon, Read City's 2024 Challenge is a Real Adventure!

The public is invited to the launch event on Tuesday, January 30

Knoxville, Tenn. – The public is invited to join Knox County Mayor Glenn Jacobs, WBIR's Robin Wilhoit, and the Knoxville Children's Theatre at **4:00 p.m. on Tuesday, January 30 at the Historic Bijou Theatre** (803 S. Gay Street) for the launch of the Mayor's 2024 Read City challenge. The event is free of charge, but [registration is requested.](#)

This year's theme, "Adventure begins at your library," will transport readers of all ages from the ocean floor with guide [Jacques Cousteau](#) to the surface of the moon with [Neil Armstrong](#). They will be the first to step foot on the North Pole with explorer [Matthew Henson](#) and fly the across the skies with [Amelia Earhart](#). They'll go back in time with frontiersman [Davy Crockett](#), and climb mountains with the youngest explorer, [Sophia Danenberg](#), who summited Mount Everest in 1999.

All of this fanfare is meant to encourage every member of our community to explore books and reading through our [Daring Deeds Adventure Game](#). Made up of literacy missions, readers will level up after completing 5 activities, earning them a trip to the loot box. But the prizes are just the tip of the iceberg.

This year's challenge goes beyond just reading. The missions also include writing, drawing, creating, listening, and exploring. "I am very excited about this year's approach to the Read City challenge. We're drawing on a love of gaming and especially games from the late 70s! It's a fun way to engage readers," commented Mayor Jacobs.

To pick up a game board, drop by any Knox County Public Library starting on January 30. Participants may also play the game online using the [Beanstack Tracker App](#).

Mayor Jacobs started Read City USA in 2019 with the Library to engage and empower a community of parents, educators, caregivers, and businesses and institutions to ensure that all children develop of love of reading and learning. Learning to read depends on the entire community supporting schools and illustrating literacy as a core value.

Past challenges include:

250,000-hour goal with the theme "Read to the Moon" (2019)

500,000-hour goal with the theme "Read around the World" (2020)

1,000,000-hour goal with the theme "Animal Tales and Tails" (2021)

1,000,000-hour goal with theme "Oceans of Possibilities" (2022)

1,000,000-hour goal with the theme "All Together Now!" (2023)

The community has met and exceeded every challenge. This year, the overarching goal is to complete 100,000 literacy missions in 2024. For more information, visit

www.knoxcountylibrary.org/read-city.

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