

### Support Tuck's R.U.S.H. for Literacy

Join us as we take to the field again to raise money and awareness for *Tuck's R.U.S.H. for Literacy*. Your tax-deductible contributions will help bring books and literacy awareness to kids who need them.

For more information about how you can get involved, contact:

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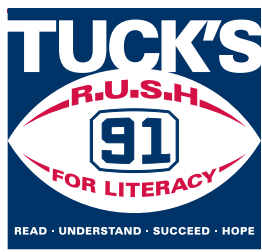
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# TUCK'S R.U.S.H. FOR LITERACY

IN PARTNERSHIP WITH



**ABOUT**

# Tuck's R.U.S.H. for Literacy

Lauran & Justin Tuck founded **Tuck's R.U.S.H. for Literacy** to encourage children to **READ, UNDERSTAND, SUCCEED, and HOPE**. Started in 2008, **Tuck's R.U.S.H. for Literacy** has been committed to raising funds to donate books and other reading materials to support children in the New York City and Central Alabama communities. By supporting the communities that have supported them, the Tucks hope to encourage children to embrace literacy. In 2008 **Tuck's R.U.S.H. for Literacy** partnered with All Stars Helping Kids, founded by NFL Hall of Famer Ronnie Lott, to help disadvantaged children across the nation.

## **SACK CHALLENGE:** **How it works**

To raise additional support for his initiative, Justin Tuck has also pledged **\$1,000 for every sack** he records during each NFL season. Sponsors can match his pledge to help promote literacy among kids in underserved communities.

## **How the Program Works**

In partnership with All Stars Helping Kids, **Tuck's R.U.S.H. for Literacy** provides several new books to middle school students in selected schools in New York and Tuck's home of Alabama.

Each year, students complete a handwritten essay on one of the books they read that summarizes what they liked about the book and what they learned from it.

Lauran & Justin recognize the kids who are most consistent and enthusiastic in their essays and invite one student from each participating school to attend a New York Giants game!

## **Program Overview and Highlights**

In the inaugural year of **Tuck's R.U.S.H. for Literacy**, more than **17,800 books** were delivered to over **1,500 children** across Central Alabama and New York City.

Justin Tuck's Sack Challenge raised over **\$100,000** from **12.5** sacks to bring literacy to youth.

In Alabama **5,300 books** were distributed to students at Central Elementary School in Coosa County and the Horseshoe Bend Regional Library & Bookmobile. In New York City, **4,000 books** went out to nearly **1,000 students**.

In continuing along this path, Lauran & Justin will work to increase the number of books distributed and serve more children each year.

