



Epsilon Partners with the Dallas Mayor's Summer Reading Challenge

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This summer, Epsilon is partnering with the Dallas Mayor's Summer Reading Club to promote childhood engagement through reading even when they're not in school. Reading doesn't have to stop when summer starts! Children who read during the summer months are better prepared when school starts again in the fall, and Epsilon understands the importance of this academic readiness. Epsilon has been a supporter of this program for the past few years and is honored to serve as the presenting sponsor for a program that has such an impact on children in the Dallas community.

The Dallas Mayor's Summer Reading Club allows students to foster not only their learning skills, but also their competitive skills as they earn prizes depending on how frequently they read. When they log 20 reading minutes a day for 10 days (books, audiobooks, and ebooks), students earn prizes such as books and passes to local attractions. If students log 50 days of reading by the end of the summer, they can earn grand prizes including a pancake breakfast with the mayor of Dallas or tickets to local sporting events.

Epsilon continuously strives to partner with community investment opportunities that leverage technology to further engage our youth and demonstrate a meaningful impact. The Dallas Mayor's Summer Reading Club not only serves as an outlet for children to build their library, but also sees the value in leveraging new technologies (i.e. ebooks, audiobooks, etc.) to reach and engage our tech-savvy future workforce. Later this summer, Epsilon plans to host a book drive in order to further support the initiative of year-round reading and academic engagement.

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