



Kinesha Ponder, Ed.S.
 Director of Teaching and Learning

September 13, 2024

Dear First and Second Grade Families:

We are thrilled to announce the return of an exciting opportunity for our 1st and 2nd grade students for the 2024-2025 school year! Richmond County School System has once again partnered with multi-sport legend Brian Jordan to present the Brian Jordan Reading Challenge to encourage and inspire increased reading.

Brian Jordan, celebrated for his stellar careers with both the Atlanta Braves and the Atlanta Falcons, is also a beloved children’s author. He’s well-known as a sports analyst for FOX Sports South, MLB Network, and ESPN, and has won an Emmy for his work. As part of this initiative, each 1st and 2nd grade student will receive one of Mr. Jordan’s books. To kick off the reading challenge, Brian Jordan will visit your child’s school this month to host an assembly, where he’ll introduce the challenge, motivate students, and share the rewards for meeting their reading goals.

Students’ reading minutes will be tracked through the Beanstack program, which can be accessed through your child’s Launchpad and via a mobile app.

The Challenge Periods and Goals are:

Challenge Period	Dates	Goal for Minutes Read
Challenge Period #1	September 16 th – November 1 st	1,000
Challenge Period #2	November 4 th – January 3 rd	1,000
Challenge Period #3	January 6 th – February 21 st	1,000

To help your child achieve these goals, we recommend setting aside at least 20 minutes for reading each day. Your support is important to making this year’s challenge as successful as the first one!

On behalf of Superintendent Dr. Kenneth Bradshaw, the Richmond County School Board, and Brian Jordan, we are excited to continue this incredible opportunity for our students. Let’s work together to nurture their love of reading and help them grow into lifelong readers!

If you have any questions, please don’t hesitate to reach out to your child’s school.

Sincerely,

Kinesha Ponder
 Director of Teaching and Learning

Cc: Melissa Culpepper