

TUNE IN TO KIDS FAIR

A Celebration of Life and Learning Beyond the Screen

Saturday, April 25, 2009 10 a.m. - 4 p.m.

Idlewild Park - 1900 Idlewild Drive, Reno (Free Admission)

Attendance: 10,000

Participants: 150

Volunteers: 100

Volunteer & Support Groups:

Washoe County School District Departments:

Academy of Arts, Careers & Technology
 Communications
 Early Childhood
 Education Alliance
 Elementary Education
 Family Resource Centers
 Information Technology
 Mail Room
 Math
 Music & Fine Arts
 Nevada State PIRC Grant
 Nutrition Services
 Parent Involvement
 Print Shop
 Regional Technical Institute
 School Police Explorers
 Science
 Volunteer Services
 Wellness

Bishop Manogue Catholic High School

Boys & Girls Club of Truckee Meadows

Children's Cabinet

CSA Headstart

Damonte Ranch High School Honor Society

JC Penney

Junior League of Reno

McQueen High School Knights & Ladies

North Valleys High School ROTC

Shaw Middle School

Spanish Springs High School Key Club

Sparks High School AVID Program

TMCC Nutrition Program

VolunteerMatch.com

Wells Fargo

Thanks Tune In To Kids
 Sponsors and Volunteers for
 "springing into action!"

Promotions:

- Tune In To Kids website (with links to all Sponsors' websites)
- Posters and flyers: 800 posters and 40,000 flyers were delivered to Washoe County Schools (English & Spanish)
- Posters and flyers: 200 posters and 6,500 flyers were delivered throughout the community (English & Spanish)
- Reno Radio Reps' 7 stations - Ran PSA's and highlighted the Fair on their Public Affairs show
- Family Pulse - 8 page full color insert in their April 2009 issue
- RenoTahoeMoms.com - Story in their column run in the Reno Gazette Journal; also featured on their website
- Reno Gazette Journal - 4 quarter page color ads and various stories both before and after the Fair
- Sierra Kids Directory - full page color ad and a banner ad on the home page of their website
- Silver State Schools Credit Union posted banner ad on their website
- Video PSA's - Run on network stations and cable stations
- Washoe County School District Employee Newsletter (The Pinnacle)
- Yard signs - Placed at each school site and throughout the community the week before the fair

TUNE IN TO KIDS FAIR
\$ 1000 CASH GRAND PRIZE WINNER
Corado Family

CONGRATULATIONS TO THE WINNERS OF THE CLASSROOM READING CONTEST - APRIL 2009

WINNERS: 4th - 6th Graders				WINNERS: 1st - 3rd Graders			
1 st	Ruby Forte	4 th Grade	Corbett	1 st	Dan Hawk	3 rd Grade	Mitchell
2 nd	Adrienne Conley	4 th Grade	Corbett	2 nd	Kris Stosic	2 nd Grade	Anderson
3 rd	Danielle Leinassar	4 th Grade	Mathews	3 rd	Barbara Farber	3 rd Grade	Bennett

WINNER - Kindergarten
 Cristie Gilkey, Sepulveda