

**News Release**  
**Friday, August 9, 2024**  
FOR IMMEDIATE RELEASE



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## **Club Read Summer Reading Program Sees Record-Breaking Participation**

More than 7,500 students participate in program from Dion's and Albuquerque Isotopes that encourages kids to keep reading during the summer

**ALBUQUERQUE, N.M.** – Dion's Pizza and the Albuquerque Isotopes are proud to announce record-breaking participation during the 2024 season of their Club Read summer reading program. **Students from preschool to 5th grade from more than 250 schools redeemed a total of 7,693 1<sup>st</sup> Scorecards, the highest level in the program's history.**

In addition, a total of 1,615 2<sup>nd</sup> Scorecards were also redeemed. Each Scorecard requires students to read six books, bringing **the total number of books read during the 2024 Club Read season to 55,848.**

Now in its 21<sup>st</sup> season, the program encourages students to keep reading during the summer and rewards them with free pizza, Isotopes tickets, a new book, and other fun prizes. Students who complete both 1<sup>st</sup> and 2<sup>nd</sup> Scorecards are entered to win the Grand Prize, which includes a custom Isotopes jersey, autographed baseball, Dion's gift card, Isotopes Baseball Bucks, and Suite-Level tickets for their family to attend the **Grand Prize Isotopes Game on August 9, 2024 where the winners will be recognized and have the honor of throwing out a ceremonial first pitch before the game.**

"The continued success of Club Read reflects our ongoing commitment to fostering youth development in the communities we serve," says Mark Herman, Dion's CEO. "This increase in student participation is inspiring, as it shows our efforts to promote literacy are having an impact."

This year's four Grand Prize winners drawn at random are:

- **Christopher Alvarez**, Kindergarten, Hubert Humphrey Elementary
- **Delilah Echiverria**, 5<sup>th</sup> Grade, East San Jose Elementary
- **Ezra Summers**, 2<sup>nd</sup> Grade, Helen Cordero Elementary
- **Roxy Racca**, 3<sup>rd</sup> Grade, Homeschool

Last year, Dion's also introduced a special award to recognize the librarian at the school with the highest level of participation. **In 2024, the Laura Rasmussen Love of Reading Award will be given to librarian Laraine Hostetler at Stapleton Elementary School in Rio Rancho who redeemed 815 scorecards for her students.** The award was created in memory of Laura Rasmussen, who was an avid reader and worked for both Dion's and the Isotopes before her passing in 2021. This award honors Laura's memory and connects her love of reading with the many librarians who help promote literacy with students in our community every day. Hostetler will be formally recognized at a staff luncheon provided by Dion's.

### **About Dion's**

Dion's was founded in 1978 by Jon Patten and Bill Scott in Albuquerque, New Mexico. Over 46 years, the company has grown to 28 stores, employs over 2,000 and has added locations in Colorado and Texas.

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Dion's provides great food and a place for people to relax and connect with family and friends. We offer ease, simplicity and connection amidst the hustle and bustle of busy lives. We hold ourselves to an expectation of authenticity and excellence. Our employees, customers, and community members are partners in success. For more information, visit [www.dions.com](http://www.dions.com), call 505-858-1010, or find us on Facebook: [facebook.com/DionsPizza](https://www.facebook.com/DionsPizza), and [Twitter & Instagram: @dionspizza](#).

**About the Albuquerque Isotopes**

The Albuquerque Isotopes are a Minor League Baseball team based in Albuquerque, New Mexico. The team, which plays in the Pacific Coast League, is the Triple-A affiliate of the Colorado Rockies. For more information, visit [www.abqisotopes.com](http://www.abqisotopes.com). Facebook: <https://www.facebook.com/ABQTopes/>, Twitter: [@ABQTopes](#) or Instagram: <https://www.instagram.com/abqtopes/>.

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