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FOR IMMEDIATE RELEASE:

**FUNDRAISER TO PIT KIDS VERSUS ADULTS IN BATTLE OF GRADE-SCHOOL WITS**  
Event benefits Books for Keeps' efforts to place books in the hands of Athens-area children

**ATHENS, Ga. (March 10, 2015)** - On March 21, come see some of Athens' brightest elementary school students go head-to-head with adults in a battle of grade-school wits.

Books for Keeps' second annual "Are You Smarter than an Athens Grade-Schooler?" will be held at the Holiday Inn Athens from 5 to 7:30 p.m., March 21. Teams of adults will compete against teams of children from Athens public schools to find out who really is smarter. At the end of the night, one team will walk away victorious.

All proceeds from the event directly benefit the nonprofit's efforts to put books into the hands of children in Athens and beyond.

"This is a highly entertaining chance for people of all ages to see students from our schools shine, and to see their friends and neighbors from the business community have a little fun," said Leslie Hale, executive director of Books for Keeps. "Those groups are coming together in the name of a good cause – free books for the children we serve. In the end, it's all about the kids – their families feel so much pride seeing them on stage, and they help us raise money to benefit their schools and peers."

University of Georgia alumnus Rance Nix will emcee the evening's festivities. Rance, a 2014 graduate of UGA, is known for his entertaining, energetic YouTube videos and emceed multiple university events while he was a student. He will return to emcee "Are You Smarter than an Athens Grade-Schooler" after headlining the inaugural event in 2014.

Audience members will have the opportunity to buy a score-card and keep track of their own answers during the trivia competition. In addition to the prizes given to the winning adults' and student teams, there will also be a prize at the end of the night for the audience member with the highest score.

Attendees can buy adult tickets for \$10 and children's tickets for \$5 at [booksforkeeps.org/areyousmarter](http://booksforkeeps.org/areyousmarter). Also at the website, community members and attendees can meet the adult teams competing in the event and donate toward the fundraising goals of their favorite adult teams.

- more -

[WWW.BOOKSFORKEEPS.ORG](http://WWW.BOOKSFORKEEPS.ORG)

Books for Keeps thanks major sponsors of the event: the Athens Banner-Herald and OnlineAthens.com, JOMA Construction, Robins Federal Credit Union, National Bank of Georgia, and parent supporters of CCSD who want to congratulate Dr. Phil Lanoue on being named national Superintendent of the Year.

For more information, visit the website [booksforkeeps.org](http://booksforkeeps.org) or contact Hale at [leslie.hale@booksforkeeps.org](mailto:leslie.hale@booksforkeeps.org) or (706) 410-1912.

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***About Books for Keeps:*** Books for Keeps started as one woman's effort to help a child who loved to read but had no books at home. It grew from a grassroots movement into a research-based program to end summer slide in Athens, Ga., by ensuring children have access to books when school lets out. The nonprofit was incorporated as a 501(c)(3) tax-exempt organization in 2011.

Books for Keeps distributes books to students ranging from pre-K through 12th grade. The flagship elementary school program, *Stop Summer Slide!*, is based on a University of Florida study that found giving economically-disadvantaged elementary school children each 12 high-interest books at the beginning of summer had an impact on reading achievement statistically similar to attending summer school.

Books for Keeps distributed 55,000 books to students in 2014, including 45,000 books given to K-5 students through *Stop Summer Slide!* Books for Keeps program serves 3,800 children in grades K through 5, including 3,000 in Athens.

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