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NEWS RELEASE

Executive Women International Promote Literacy through Reading Rally Campaign

Executive Women International® (EWI) recently hosted more than 400 business women representing 63 Chapters from across the United States and Canada at their annual meeting in Louisville, Kentucky. Seven members of the EWI Knoxville Chapter attended representing five member firms.



Weekend Academy students and guests

Highlights of the Louisville event included a “Reading Rally” which honored Louisville’s Roosevelt-Perry Elementary students with a special luncheon where they received backpacks, school supplies, a new computer and a \$5,000 donation to the school.

Locally, EWI-Knoxville Chapter partnered with Weekend Academy for the fifth consecutive year to promote literacy through the Reading Rally program. EWI members participated in Weekend Academy’s session “Making Reading Come Alive” which included creative writing and storytelling sessions.

EWI-Knoxville Chapter donated copies of *When Donkeys Fly* by Ginger Hodge to each Weekend Academy student and donated five hundred dollars to help fund the future purchase of books, meals, transportation for field trips, and other Weekend Academy program expenses.

The Weekend Academy is an educational enrichment program dedicated to enhancing learning for select students in grades 3-5 from Title One Schools.

EWI is a non-profit organization of leading business, service and professional companies. EWI brings together individuals from diverse businesses for the purpose of connecting and promoting member firms as well as enhancing personal and professional development.

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