

[Sample press release for a **special event** at *The Hot Pot Spot*.]

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LOCAL CERAMICS STUDIO PROMOTES READING
The Hot Pot Spot to sponsor Read Across America event

FOR IMMEDIATE RELEASE—In honor of Read Across America Day March 2, a local contemporary ceramics studio will sponsor a special reading competition for students.

"We feel that reading is essential to the future of our young people," asserts Ima Jolica, owner of local paint-your-own-pottery studio The Hot Pot Spot located at 111 E. Greenville Blvd. "We hope that working with our schools, our libraries, our bookstores and homeschool associations, we can make this a successful annual event."

The Hot Pot Spot's reading challenge is endorsed by Pitt County Schools, Barnes & Noble, Shepard Library and local home school families.

On March 1 at 4:00pm, any child between the ages of 2 to 18 is invited to attend a Read Across America kick-off event at The Hot Pot Spot to pick up an official reading log for the month of March. Books read by the child or to the child may be recorded. Reading logs should be returned to the studio on March 31. Three children with the top three reading logs will be announced at a special award event on April 7 at 4:00pm. Winners will receive special prizes and free studio time. All participants will receive a coupon toward studio time and materials.

"We feel that everyone wins with an event like this one," notes Jolica.

To pick up a reading log, children can visit The Hot Spot Pot during studio hours throughout March: Tuesday through Saturday, 10am through 9pm. Contact The Hot Pot Spot at 555-SPOT for more details. The Hot Pot Spot is a member of the Contemporary Ceramics Studios Association. (ccsaonline.com)

We will be happy to provide details and photography or schedule a media visit. Contact Ima Jolica at 555-SPOT or e-mail Ima at ima@hotpotspot.com.