


www.explorationkids.com

and

of Lumberton
Buffet & Catering
www.goldencorralumberton.com

READING PROGRAM for Kids 12 & Under
Starting August 2010
Ending May 2011



READ TO SUCCEED

- Pick-up your **Reading Record Bookmark** from **Exploration Station Hands-On Learning Center**
- Read 10 Books and be eligible to receive one **Achievement Certificate** from **Golden Corral of Lumberton**, for a **FREE Kid's Buffet!**
- **For more information contact:** Stacie C. Kinlaw, Exploration Station Hands-On Learning Center (910) 738-1114

Read To Succeed Launch Monday August 9, 2010

Media Kit

Prepared by:



MARCCOMTM an integrated approach to media, marketing, communications & public relations

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READ TO SUCCEED

READING PROGRAM

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Current, Read To Succeed Newspaper Advertisement

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Media Release
For Immediate Release

Exploration Station, Lumberton & Golden Corral, Buffet & Catering of Lumberton Launch "Read To Succeed"

Lumberton, NC - On Monday, August 9 Exploration Station, a non-profit children's hands-on learning center, is partnering with Golden Corral, Buffet & Catering of Lumberton in launching "Read To Succeed". Read To Succeed is a program designed to encourage and reward children, ages 4-12, to read. The launch will take place at Exploration Station located at 104 North Chestnut Street, in downtown historic Lumberton, from 11:30a.m. – 1:00p.m. Golden Corral of Lumberton's Catering Services will provide lite refreshments, all are welcome.

Stacie Kinlaw, Executive Director, Exploration Station explained the program, "Read To Succeed consists of a Reading Record Bookmark to record a child's reading of 10 books and a verifying signature. The Bookmark can then be redeemed at an Exploration Station's monthly Story-time for an Achievement Certificate, good for a Free Kid's Buffet Meal at Golden Corral, Buffet & Catering of Lumberton. As part of the Read To Succeed program Golden Corral has also agreed to sponsor Exploration Station's monthly Story-times by providing refreshments, newspaper announcements, posters, and bookmarks. The Read To Succeed program will run from August 2010 through May 2011."

Mrs. Kinlaw went on to explain the added value of Exploration Station's partnership with Golden Corral of Lumberton, "Through this partnership with Golden Corral, we will be able to reach beyond the doors of Exploration Station to encourage reading in young children through partnering with local area schools and increased marketing power, materials, and resources. The children of our area will reap the benefits of learning through increased reading, opportunities for achievement and recognition, and experience the magic of learning at Exploration Station Hands On Learning Center.

READING is an important foundation to learning which is key to the mission of Exploration Station - to provide learning opportunities for children. This reward based program to encourage children to read more is a new valuable program offering at Exploration Station. We are still identifying potential schools and venues to provide the tools and materials to grow and stretch our reach to the community which is a great opportunity for us.

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We are excited to partner with our local Golden Corral to launch Read To Succeed, and look forward to working with them throughout the school year to ensure its success! As a small, non-profit organization, it is vital that we have friends like Golden Corral and other local businesses and civic organizations to work with in building programs and benefits for our community to ensure that efforts and strategies are cost effective, but yielding great rewards.”

For additional information on Exploration Station visit <http://www.explorationkids.com> or call (910) 738-1114

Exploration Station's History & Neat Facts:

- 1) We are located in the building across from the library with flying pig figures affixed to the roof. The folk art pigs were designed and created by local artists, the Ferros out of St. Pauls, NC. These designs were chosen because when the idea for a children's museum in Robeson County first was born, it seemed impossible like the old saying "when pigs fly" – well, PIGS HAVE BEEN FLYING in downtown Lumberton since 2000, for almost 10 years!!! Doors opened in September of 2000
- 2) In 1999, a Board of Directors, made up of members from the Robeson County Public Library Board of Trustees, the Friends of the Library, BB&T, the Partnership for Children and the Lumberton Junior Service League, began plans for a children's museum and almost immediately began the process to become a non-profit organization, called The Children's Place of Robeson, INC. The chairman of this founding committee was Dr. Mary Ann Masters and the first Director was Myra McLees.
- 3) In 1999, most of the funds used to build and staff this new endeavor were provided through Smart Start and BB&T grants paired with generous donations from local community members and groups including Southeastern Regional Medical Center, the Kiwanis and the Carr Gibson Family. The local Smart Start Board funded Exploration Station in the expectation that it would be a great asset for Robeson County and a wonderful learning experience for children and so it has for 10 YEARS!!!
- 4) Mission Statement - Exists to enrich the lives of children, youth, families, teachers, and childcare providers by providing unique hands on learning experiences.
- 5) GOALS - Our overall goals for Exploration Station are:
 - a. To expose children and their families to hands on learning experiences
 - b. To offer educational training and learning for parents, children, families, childcare providers and teachers
 - c. To provide experiences for school readiness
- 6) Exploration Station is continually supported financially by the city of Lumberton, County of Robeson, and Robeson County Partnership for Children, civic and community organizations like Kiwanis and the Lumberton Junior Service League, BUT we still rely heavily on philanthropic donations from businesses and individuals in our community.
- 7) Exploration Station houses 12 interactive exhibit areas where children learn through creative and imaginative play. Each area is designed around a theme including a school house, hospital, bank, fire station, grocery store, farm house, water works, and much more!

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- 8) The children's museum is open to the public on Tuesdays through Saturdays; We are open late on Thursdays until 8 pm to provide opportunity for families to visit after work. General Admission is \$3.00 per child and \$1.00 per adult. We offer the opportunity for families to purchase annual family memberships for \$60/year that allow entry into the museum throughout the year plus discounts on programs and activities throughout the year
- 9) Current programming includes monthly Friday Night Kids Kamps, weekly Storytimes on Tuesdays at 11 am, Art Classes, Kraft Days, monthly Family Story Hours, Summer Camp Programs and much more!
- 10) FEATURED Fundraising effort – One of our longstanding members of Exploration Station, the family of Maggie Underwood, parents are Tanya and David, have challenged ALL Members and Friends of Exploration Station to give a donation of \$10 this year in honor of the 10th Birthday for Exploration Station. Donors will have the opportunity to help us fill our money tree with GREEN!!! For each donation of \$10, they can create their own custom MONEY to hang on our tree at the Station. Checks can be mailed to Exploration Station at PO BOX 1183 Lumberton, NC
- 11) We are located at 104 N Chestnut Street in downtown Lumberton across the street from the Robeson County Public Library.

End#

Stacie Kinlaw, Executive Director

**Exploration Station Hands-On Learning Center, The Children's Place of Robeson,
Inc.**

104 North Chestnut Street, Lumberton, NC 28358

910) 738-1114

Exploration Station Board Membership 2010

Mrs. Kellie Blue, Chairperson
County Finance Office
Pembroke, NC

Mrs. Laura Smith, Vice Chair
Lumberton, NC

Christy Maring, Treasurer
Lumberton, NC

Mr. Bob Fisher, Secretary
Lumberton, NC

Danny E. Britt, Jr.
Lumberton, NC

Beth Collins
Lumberton, NC

Lakisha Hammonds
Robeson County Partnership for Community Health
Lumberton, NC

Mrs. Katie Davis
Huggins, Pounds & Davis
Lumberton, NC

Josh Whitley
State Farm Insurance
Lumberton, NC

Mrs. Vicki Bell
Lumberton, NC

Tarra Hardin
Fairmont, NC

Caroline Williamson
Lumberton, NC

Program 11:30am - 1:00pm

Read To Succeed Launch - Reading Program Launch
Monday, August 9, 2010

Your Host:

Exploration Station of Lumberton

Master of Ceremony:

Stacie Kinlaw, Executive Director

Program:

WELCOME to Exploration Station-
Kellie Blue, Chairman, Board of Directors

What is Read To Succeed-
Stacie Kinlaw, Executive Director, Exploration Station

Golden Corral of Lumberton's Remarks –
Robert W. Greene, Jr.

Acknowledgements & Closing Remarks –
Stacie Kinlaw, Executive Director, Exploration Station

Acknowledgements:


Special Thanks to Victoria Huggins, local Youth Entertainer & Vocalist for providing today's entertainment. Ms. Huggins is a true FRIEND of Exploration Station who has inspired many of our children and is working with us on various youth music projects.

Special Thanks to Golden Corral of Lumberton's Catering Services for the refreshments served and all their generous support and resources in making Read To Succeed and today's launch party possible. As they told us, "It's Exploration Station's turn to shine," and we're shinning for all the right reasons.


Special Thanks to Exploration Station's Board of Directors for their words of encouragement and ongoing support: **Kellie Blue**, Chairperson; **Laura Smith**, Vice Chair; **Christy Maring**, Treasurer; **Bob Fisher**, Secretary; **Danny E. Britt, Jr.**; **Vicki Bell**; **Beth Collins**; **Katie Davis**; **Tarra Hardin**; **Lakisha Hammonds**; **Caroline Williamson** and **Josh Whitley**.

(end#)

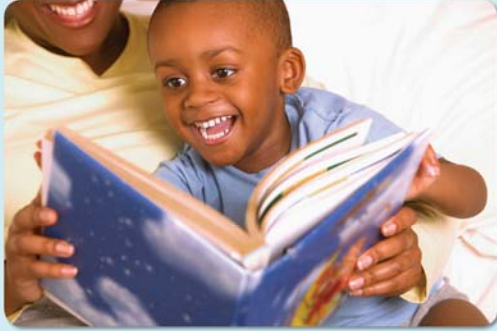
Read To Succeed Poster/ Story-time Dates & Times



and




of Lumberton
Buffet & Catering



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READING PROGRAM



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- Each completed and confirmed Reading Record Bookmark will receive an *Achievement Certificate* from Golden Corral of Lumberton, for a **FREE Kid's Buffet!**

Monthly Exploration Station's Story-time Dates:

Sept. 23, 6PM	Dec. 23, 6PM	March 24, 6PM
Oct. 21 6PM	Jan. 27, 6PM	April 28, 6PM
Nov. 18, 6PM	Feb. 24, 6PM	May 26, 6PM

Exploration Station Hands-On Learning Center
The Children's Place of Robeson, Inc.
(910) 738-1114 phone
www.explorationkids.com
info@explorationkids.com

Golden Corral of Lumberton
Buffet & Catering
(910) 671-4882 phone
www.goldencorrallumberton.com
inquire@goldencorrallumberton.com

**Read To Succeed Achievement Certificate
Current, Read To Succeed Newspaper Advertisement**



Achievement Certificate

CONGRATULATIONS ON YOUR ACHIEVEMENT
This certificate entitles you to ONE FREE KID'S BUFFET!
Kid's 12 & under. Limit one per adult purchase

Date: _____
Certificate is valid 30 days after date presented.

Awarded To: _____

Congratulations! You have been awarded a free kid's buffet. Golden Corral wants to help you and your family celebrate your achievement! Not Valid in combination with any other offer. Not valid if copied, transferred or where prohibited. Limit one per adult purchase. Dine-in only.

Valid only at: 4928 Kahn Drive Lumberton, NC 28358
www.goldencorralumberton.com



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of Lumberton
Buffet & Catering




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