



## WWE® Launches WrestleMania® Reading Challenge As Part of Teen Read Week Kick-Off

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LOS ANGELES--(BUSINESS WIRE)--

As part of national Teen Read Week activities, World Wrestling Entertainment(R) and the Young Adult Library Services Association (YALSA) today kicked off the national WrestleMania Reading Challenge. The Challenge was announced by WWE SmackDown Superstar Bobby Lashley(TM), and actresses Tia and Tamera Mowry at a Teen Read Week event at the Glendale Public Library.

Teen Read Week, which runs until October 22, is a national literacy initiative to encourage teens to take time to "read for the fun of it." A special poster was produced by the WWE featuring this year's Teen Read Week spokespersons: WWE SmackDown(R) Superstars Bobby Lashley and Rey Mysterio(R) of Friday Night SmackDown (CW, Fridays, 8 p.m. ET); Carlos Mencia, star of the "Mind of Mencia" on Comedy Central; and acting twins Tia and Tamera Mowry of "Sister, Sister" and the Disney Channel. Tia currently stars in the new CW comedy, "The Game" (CW, Mondays, 9:30 p.m. ET). The poster was distributed to more than 24,000 public and school libraries across the country.

The start of Teen Read Week also marks the beginning of the WWE WrestleMania Reading Challenge sponsored by YALSA. Teens in grades 9-12 can participate through their local public or school library. Those enrolling in the program will be challenged to read a combination of 10 books and magazines between now and January 16, 2007, including the books "Athletic Shorts", by Chris Crutcher, and "Black and White" by Paul Volponi. Teens can then write an essay or design a webpage describing their interpretation of one of the two required books to compete to win prizes from the WWE, including a trip to WrestleMania 23 at Ford Field in Detroit, Mich., on Sunday, April 1, 2007. The top five nationwide finalists will earn a monetary donation for their local library and a trip for two to WrestleMania 23, where they will compete to become the national WrestleMania Reading Champion.

Further information on the WWE's WrestleMania Reading Challenge can be found online at <http://getreal.wwe.com>. For more information about Teen Read Week, please visit [www.ala.org/teenread](http://www.ala.org/teenread).

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Source: World Wrestling Entertainment, Inc.

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