

MISSION



Our mission is to promote literacy through a mobile program providing story time, activities, and book checkout to children and their families and to strengthen communities with regular visits to underserved neighborhoods, connecting families to local resources and distributing food through a collaboration with the Blue Ridge Area food bank.

The Reading Road Show is a non-profit agency dedicated to promoting literacy in the Harrisonburg, Rockingham and Page County areas. The Reading Road Show is also a huge advocate of collaboration, and makes an effort to partner with a number of youth-serving community agencies.

HISTORY

In early 2004, Pat Kennedy and a group of early childhood educators decided to take action about the literacy levels in the Rockingham County community.

The educators learned that 50% of children entering kindergarten were unprepared. This hatched the idea for a "reading road show," a way that literacy could be brought to children who might otherwise have limited access to books. This program would take the form of a bookmobile named "The Gus Bus."

Now, the Gus Bus has a route through Harrisonburg, Rockingham, and Page counties. The bus goes to apartment complexes and neighborhoods to allow kids the opportunity to check out books, participate in lessons and hear stories.



FOR VOLUNTEERS

Volunteers for The Reading Road Show have many opportunities to help children in the community. Volunteers can participate in the following programs:

- Neighborhood stops
- After-school programs
- In-home tutoring
- Community Events
- Family Literacy Nights
- Food Bag Preparation

Interested in learning more about these volunteering opportunities?

Please feel welcome to visit our website: <http://www.iihhs.jmu.edu/thegusbus/>. email gusbus@jmu.edu for additional information or with inquiries!



FOR PARENTS

The Reading Road Show is a mobile literacy program that provides an opportunity for children their families to share story time and participate in a book exchange program. The Gus Bus is the Reading Road Show's mobile literacy vehicle.



- Have you seen the Gus Bus in your neighborhood? It is free to register and participate in Gus Bus activities and the book exchange program.
- Please review our permission slip online, and you can also complete a permission slip on the Gus Bus.
- If you have any questions, please call 540-568-4113.

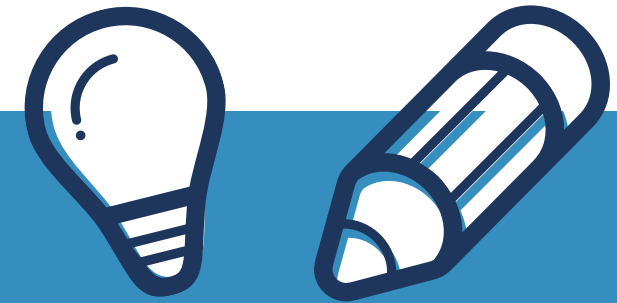
CONTACT

Primary Contact:
Haley Springer, Program
Coordinator
springhn@jmu.edu

Address:
Institute for Innovation in Health
and Human Services
James Madison University
MSC 9008
601 University Blvd
Harrisonburg, VA 22807

Phone: 540-568-4113

Email: gusbus@jmu.edu



THE READING ROAD SHOW

