

# The Reading Road Show: The Gus Bus

Promotional Packet First Draft

Paige Lobuts & Sarah Rodes

# Original Documents

[Letter of Agreement](#)

[Audience Analysis](#)

[Genre Analysis](#)

# Deliverables

We want to provide the Gus Bus with a promotional packet that includes the following:

- A tri-fold brochure
- Poster
- Tear-off flyer

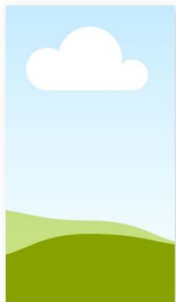
## Colors and Fonts:

- Aileron Family - Thin, Regular, and Heavy
- Principal colors
  - Green- #39b54a
  - Blue - #368ebf
- Additional colors to complete the compound - red, yellow, and etc.

The Gus Bus is an amazing local organization and we want to make sure they have the most positive exposure possible in order to receive the best volunteers possible.

# Tri-fold Brochure Mock-up

## FOR PARENTS



Add a little bit of body text

## CONTACT

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

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

## MISSION



Add a little bit of body text

## HISTORY

In early 2004, Pat Kennedy and a group of fellow early childhood educators decided to take action and try to meet a need that they noticed in the Rockingham community. It had come to their attention that 50% of the children entering kindergarten were unprepared. The literacy levels needed to be raised. 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."

Ms. Kennedy worked with the local schools and the Harrisonburg Police Department to determine which neighborhoods the program could send 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



Add a little bit of body text

# Trifold Brochure Con't

## Other items that we are including on the trifold brochure:

- Permission-granted pictures
- Mission description and image
- Information for parents and image
- A call to action for volunteers and image
- Testimonial from current student volunteer and image
- Social media and website links

# Poster Mock-up



## TAKE A RIDE



## ON THE GUS BUS



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The Reading Road Show  
is looking for student  
volunteers!



Please contact Haley Springer at  
[springhn@jmu.edu](mailto:springhn@jmu.edu) for more information



IN COLLABORATION WITH

**IHHS**

[www.ihhs.jmu.edu/thegusbus/](http://www.ihhs.jmu.edu/thegusbus/)



# Tear-off Flyer Mock-up

- This will have tear off tabs at the bottom of the poster with contact information



## THE READING ROAD SHOW

Is looking for volunteers  
Hop on the Gus Bus today!

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WHEN

After School



WHERE

Harrisonburg City, Rockingham  
County and Page County



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**IHHS**



<http://www.iihhs.jmu.edu/thegusbus/index.html>