



COLLEGE FOOTBALL PLAYOFF **FOUNDATION**

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CONTACT: Gina Lehe, 469-262-5200

COLLEGE FOOTBALL PLAYOFF FOUNDATION AND COTTON BOWL FOUNDATION SUPPORT CHILDHOOD LITERACY

IRVING, Texas – The College Football Playoff (CFP) Foundation has partnered with the Cotton Bowl Foundation to support childhood literacy in North Texas through the CFP Foundation’s Extra Yard for Teachers platform.

The CFP Foundation and Cotton Bowl Foundation have awarded a \$200,000 grant to Catch Up & Read, a nonprofit, community-funded organization in Dallas that focuses on literacy for at-risk youth. Each foundation donated \$100,000 to the cause.

Catch Up & Read is transforming lives of at-risk elementary students in the Dallas Independent School District (DISD) by equipping them to read on grade level by the 3rd grade. The nonprofit collaborates with teachers, principals and administrators on an instruction and tutoring program that drives extraordinary and sustainable results. Catch Up & Read’s research-based literacy and social emotional intervention allows for long-term improvements for students, teachers and schools.

"Equitable education for all children and lasting improvement for our public schools is an achievable goal thanks to the generosity of the Cotton Bowl and College Football Playoff foundations," said Catherine LeBlanc, CEO of Catch Up & Read. "The recent grants awarded to Catch Up & Read will result in more at-risk elementary students reading on grade level by 3rd grade, as this \$200,000 in funding provides our research-based literacy and social-emotional intervention program to four more schools in Dallas in the year 2018."

Catch Up & Read recently added a seventh Dallas campus to the cause this past October and continues to grow the program to impact more young minds.

"The CFP Foundation is proud to help support childhood literacy in North Texas through Catch Up & Read," said Britton Banowsky, CFP Foundation Executive Director. "Literacy is a fundamental need in school and in life, and we are delighted to help make it possible for these students while supporting the teachers and schools who strive for excellence every day."

Added Rick Baker, Goodyear Cotton Bowl Classic President/CEO, "The Cotton Bowl Foundation has a passion for supporting education, and needless to say, Catch Up & Read is a remarkable

program that truly changes young lives. We are excited to partner with the College Football Playoff Foundation to assist Catch Up & Reach achieve their mission and really make a difference at these schools.”

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About the College Football Playoff Foundation and Extra Yard for Teachers

The College Football Playoff (CFP) Foundation is the charitable arm of the College Football Playoff, supporting education across the country. The CFP Foundation’s primary platform, Extra Yard for Teachers, elevates the teaching profession by inspiring and empowering teachers through the implementation of programs in four focus areas: resources, recognition, recruitment and professional development. The CFP Foundation utilizes multiple partnerships to execute its initiatives and support positive educational outcomes.

About Cotton Bowl Athletic Association

The Cotton Bowl Athletic Association supports higher education through athletic competition. Since 1937, the Classic has contributed more than \$200 million to participating institutions. Each year, football fans attending the Goodyear Cotton Bowl Classic generate close to \$30 million in direct spending for North Texas. For more information, visit goodyearcottonbowl.com.

Britton Banowsky, Executive Director



www.CFP-FOUNDATION.org

