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**FOR IMMEDIATE RELEASE**

**Parker Toyota Partners with Innovia Foundation to Support  
Coeur d’Alene School District Summer Reading Program**

Spokane, WA. June 11, 2021—Innovia Foundation and Parker Toyota announced a partnership in support of the Coeur d’Alene School District’s #CDAReads Summer Program to promote reading success for K-5 students.

Over 800 pre-identified K-5 students have been invited to attend #CDAReads this summer. Twice a week in June and July, students will be transported by bus to Borah Elementary. The two-hour sessions include reading with mentors, music, games, STEM activities and lunch. In addition, students may choose two new books to take home from every visit.

Innovia Foundation granted \$3,000 for #CDAReads books and programming with a gift challenge from Parker Toyota. Additionally, Parker Toyota donated four bikes, along with helmets and locks, to incentivize students to attend every session. Each time a student attends, they will add their name to the drawing for one of the bicycles. The drawing will take place on the last day of the program, July 28.

“We know that when kids develop a love for reading and can read well by third grade, they are more likely to graduate high school and have greater opportunities to pursue after graduation,” said Kyeli Reinert, Human Resources Director at Parker Toyota. “We thought bikes would be the perfect incentive to get the kids excited about reading. #CDAReads is the perfect program to promote healthy living and reading at an early age, and we are excited to partner with Innovia Foundation and the school district for this.”

“Innovia’s support of #CDAReads builds upon our four years of work through Opening Books, Opening Doors to encourage the success of young readers,” said Shelly O’Quinn, Innovia Foundation CEO. “We recognize that it is critical for students to continue reading through the summer in order to maintain their confidence and love for reading and reduce the summer reading slide, and we’re thrilled to partner with Parker Toyota to support these kids.”

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Innovia Foundation ignites generosity that transforms lives and communities so that every person has the opportunity to thrive. As the community foundation for Eastern Washington and North Idaho, we partner with people who want to make our world better. We work together to address and solve our region's problems, help those in need, identify and respond to our greatest opportunities, and leave a lasting impact. Each year, Innovia Foundation invests more than \$7 million into our communities through grants and scholarships to nonprofit organizations and local students.