



Contact: Lucinda Kay ★ O:509-325-3623 ★ C:509-280-6237 ★ [Lucinda@lucindakay.com](mailto:Lucinda@lucindakay.com) ★ [gsjamaica.org](http://gsjamaica.org)

## SUPERKIDS PREPARES FOR PROJECT 2008: SKILLS TO READ, POWER TO LEAD Great Shape! Inc. needs volunteers now

### For immediate release:

(8/7/08, U.S./Negril, Jamaica): The future of Jamaica lies in the small hands of its children. Great Shape! Inc. works to fill those hands with books. In 2006 Great Shape! Inc. began its *Book in a Bag* program. This fall Great Shape! Inc. launches SuperKids. **But Jamaica needs your help as an educator or donor.** SuperKids Co-Chair Georgene Crowe says, *"It's so easy to impact the future of these children. They want to read. They want to succeed. We can help them thrive instead of just survive."*

After twenty years of humanitarian work in Jamaica, Great Shape! is now implementing curriculum to improve programs in literacy, computers, art, music and sports. SuperKids will reach thousands of children. Great Shape! volunteers work in communities with traditionally low literacy rates. In some schools, *illiteracy* is at 60%. SuperKids Co-Chair Gretchen Lee says, *"A child that cannot read becomes an adult that struggles in society."*

In the course of one year (2007), the Book in the Bag program exposed the Jamaican children to over 100 books. Jamaican teachers held successful reading competitions, and test scores improved. Expansion through SuperKids allows the program to take the next step. The schools chosen to participate are based in the Negril area. The leadership team assessed each school for its needs, as well as the commitment level of the principals and parents. New computers, uniforms, and teacher training are just some of the resources Great Shape! will provide.

SuperKids runs this October 31 through November 15 in Negril. Volunteers can choose one or two weeks. You'll pay a project fee of \$600 plus airfare, it's one the most affordable humanitarian projects worldwide.

**You'll stay in one of the world's highest rated Sandals Resorts International for free!**

Sandals Resorts International is the number one sponsor of Great Shape! Inc. The Jamaican owned company donates ½ million dollars in accommodations and support for the volunteers each year, while the Jamaican Ministry of Education is excited to have the help.

For more information visit: [www.gsjamaica.org](http://www.gsjamaica.org). For lively interviews, pictures and video call Lucinda 509-325-3623 or [Lucinda@lucindakay.com](mailto:Lucinda@lucindakay.com).

