

BancorpSouth Supports Arkansas Delta, Statewide Literacy Programs

Delta Classic Literacy Week to Provide Mix of Sports, Educational Activities in October

PRNewswire-FirstCall
LITTLE ROCK, Ark.

BancorpSouth , premiere sponsor of the 2006 Delta Classic 4 Literacy in partnership with Little Rock radio station Power 92 Jams, is working to beat the staggering statistics of illiteracy in Arkansas during the month of October.

A week-long series of events beginning Sunday, Oct. 8 and concluding Saturday, Oct. 14 with a University of Arkansas - Pine Bluff (UAPB) versus Grambling State University football game to be held at War Memorial Stadium in Little Rock, will feature forums, performances, health clinics, education fairs, a drumline competition between the two schools, parade and more.

"Helping adults improve their basic reading skills has a direct and measurable impact on both the education and quality of life of their children, and an overall affect on economic development in the state of Arkansas," Bob Althoff, Arkansas Region President for BancorpSouth said. "BancorpSouth is committed to the more than 30 communities we are a part of in the state, and that includes doing our part to tackle illiteracy in those areas."

Heading the 2006 Delta Classic 4 Literacy is Dr. Fitz Hill, president of Arkansas Baptist College in Little Rock and executive director of Read-2-Lead, a nonprofit organization which tackles illiteracy for at-risk youth in underserved communities.

"Low literacy levels are a major factor contributing to the chronic conditions of poverty in the Delta region of Arkansas and our neighbor states," said Dr. Hill. "We are so excited that, due to the generous support of several sponsors, our goal to reach out to the Delta region is becoming a reality."

Proceeds from sponsors and Literacy Week events will be used to raise awareness about illiteracy issues in the state and to fund literacy development programs in the Delta. These programs will be implemented by the Arkansas Literacy Council, an Arkansas-based nonprofit organization devoted to helping citizens improve their basic reading and writing skills.

Group and individual tickets for the Delta Classic 4 Literacy game are now on sale. Ticket holders will receive complimentary food before kickoff in the tailgating area outside of War Memorial Stadium and free admission into the Arkansas State Fair that evening.

For a complete schedule of Delta Classic literacy week events and ticket information visit www.deltaclassic4literacy.org or call (501) 244-0717.

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