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**Contact:** Keiara West  
Tuc.collective@gmail.com

**WASHINGTON REDSKINS VERNON DAVIS PARTNERS WITH LOCAL NON-PROFIT TO HOST CHARITY EVENT**

*Drink specials sponsored by Courvoisier, Jim Beam, and Fireball*

**Washington D.C.**—Turn Up for a Cause’s [One for the Books](#) charity event, held on Saturday, June 9, 2018 at RedRocks Neapolitan Bistro, successfully collected over 750 books that were distributed to low-income public schools in the Washington D.C., Maryland, and Virginia area. In partnership with [Read85](#), an educational campaign founded by current NFL Washington Redskins tight end [Vernon Davis](#), the One for the Books event featured drink specials from co-sponsors Courvoisier, Jim Beam, and Fireball, music from local DJ Shawn Smallwood, and a place for guests to write words of encouragement to the students receiving the donated books.

“Reading is the gateway to a world of opportunity. I hope to inspire our youth to reap the benefits of reading the same way I have throughout my football and business career,” said Davis, former football player for the University of Maryland, “Books open up a whole new world of imagination and curiosity in kids and I am happy that we are able to open that world up to them.”

The Turn Up for a Cause non-profit founded by Kiera Joyner and Naa Adei Mante, and joined by Yonoka Howard, host charity events every quarter. Their goal was to collect 510 donated books with hopes of improving reading habits in underserved communities. The early stages of reading proficiency in elementary schools are a vital period in the educational development of students’ learning abilities and comprehension. It is more important now than in the past 20 years that students in elementary school excel in reading and comprehension since national [reading scores have been stagnant since 1998](#).

“Reading for pleasure is so important to the development of elementary school children and with the rise of technology and social media, we are seeing less and less interest in reading,” said Kiera Joyner, Towson University graduate and co-founder of Turn Up for a Cause, “By providing these children who may not have the proper access to books with free books, we are eliminating a huge barrier and reinforcing the idea that reading can be fun.”

*Turn Up for a Cause was initiated in 2017 with the sole purpose of improving voluntary involvement in underserved communities through the execution of sponsored events. Created by graduates of Towson University and the University of Southern California, Turn Up for a Cause has successfully hosted charity events that impact multiple communities in the Washington D.C., Maryland, and Virginia area. For more information on Turn Up for a Cause or to find out how you can help, please visit <https://tuccollective.wixsite.com/oneforthebooks> .*

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