



LAKE ELSINORE STORM

CELEBRATING 25 SEASONS OF STORM BASEBALL



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FOR IMMEDIATE RELEASE

January 10, 2018

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PAWSitivity with Thunder

Positive Attitude With a Smile is the new theme for annual Storm reading program

LAKE ELSINORE, Calif. – The Lake Elsinore Storm Professional Baseball Team is set to embark on its annual book tour in local communities, visiting 60,000 students and nearly 70 area elementary schools as part of the Reading for Rewards (RFR) program. The PAWSitivity campaign, led by Storm mascot Thunder, marks the 18th year of RFR, which was created in an effort to promote the importance of reading as well as promoting a specific message. Previous themes have included Going Green, Character Counts and Commit to be Fit.

“The longevity of our Reading for Rewards program speaks for itself as far as how important it is for all of us at the Lake Elsinore Storm Organization,” said Raj Narayanan, Storm General Manager.

This year’s theme, PAWSitivity with Thunder, encourages students to keep a Positive Attitude With a Smile, the Thunder Way.

“It’s a new year and we’re eager to spread the message of PAWSitivity with thousands of young students,” wrote Thunder, the loveable green dog. “It’s amazing how much one simple smile or gesture of kindness can impact someone’s day, and we want to encourage our young audience to read and have a positive attitude.”

Each student receives a booklet that includes a short story as well as a bookmark to track the number of books read. The bookmark will kick off the Reading for Rewards challenge. If the student reads 10 books and submits their bookmark in the allotted amount of time, he or she will earn two tickets to a 2018 Storm home game.

“We want to be positive role models to the youth in our community,” Narayanan said, “so I’m even more excited about this version of our RFR program as we head into our 25th season.”

The program will make its first stop on Friday, January 19 and will run through the beginning of March. Limited assembly dates are still available for the 2018 tour. If your school would like to participate in the program, please contact Drake Fenlon at dfenlon@stormbaseball.com.

For more information on the RFR program or the upcoming 25th season of Storm baseball, call (951) 245-HITS or visit stormbaseball.com.

About the Lake Elsinore Storm

The Storm are gearing up for their 25th season as a member of the California League and the 18th as an Advanced-A Minor League affiliate of the San Diego Padres. Notable alumni to wear the Storm eyes include Jake Peavy, John Lackey, Darin Erstad and Cory Kluber, the 2014 and 2017 American league Cy Young Award winner. Opening night at The Diamond is Thursday, April 12 as the Storm will seek their fourth league title in franchise history.

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