

Johnny Rockets Restaurant
Monmouth Mall
180 State Highway 35
Eatontown, NJ 07724
732-389-1120



Dear Sirs:

At Johnny Rockets, we recognize and value the importance of inspiring kids to read. We are also aware of the many distractions kids face today, often times making it a battle to get them to choose reading over other activities. We have great respect for the influence you have over motivating America's kids to choose reading and would like to help you in this very important quest.

On behalf of your local Johnny Rockets restaurant, I would like to invite you to participate in the launch of our first reading incentive program, *Rocket Kids Rocket Reader*.

Program Overview

- ♦ *Rocket Kids Rocket Reader* helps motivate students to read by providing a free Johnny Rockets Kids Sundae or Kids Meal every time they meet their monthly reading goal throughout the school year.
- ♦ The program is FREE to you and your students.

How You Can Participate

- ♦ Complete the tear-off form and mail it back to the address listed below, or phone in your request for a Welcome Kit at the number listed below.
- ♦ You will receive a Welcome Kit including a tracking poster and an order form for *Rocket Kids Rocket Reader Rewards*.
- ♦ Complete & return your order form for *Rocket Kids Rocket Reader Rewards*. You will receive your reward certificates within 3 weeks from the time we receive your completed order form.
- ♦ You can start *Rocket Kids Rocket Reader* anytime after you receive your tracking poster.
- ♦ At the end of every month, distribute rewards to all students who have met their monthly reading goals.

Please don't hesitate to contact me if you should have additional questions about this program. I can be reached at: (732) 389-1120

Thank you for your time and interest in this program. Have a great day!

Sincerely,

Armando Cabrera
General Manager

(CUT ON DOTTED LINE AND MAIL BACK TO ADDRESS LISTED BELOW.)

REQUEST FOR ROCKET KIDS ROCKET READER WELCOME KIT

Teacher's Name: _____
School: _____
Address: _____
City/State/Zip: _____
Phone Number: _____
Email address: _____

Grade Level: (check one)

K 1st 2nd 3rd 4th 5th

Mail completed form to:
Johnny Rockets
Monmouth Mall
180 Highway 35
Eatontown, NJ 07724
Attn.: Armando Cabrera