

Country Music Up-and-Comer to Perform at READ IN Week

Rising country music sensation **Brett Kissel** treats students at **James Gibbons School** to a song and story **Tuesday, October 7th** at **1:00pm** as part of Edmonton Public Schools' READ IN Week. He is joined by former Edmonton West Rotary Club president and DRIVING FORCE General Manager, John Blimke.

Kissel is a 2007 Canadian Country Music Rising Star Award finalist; his single "Dance with this Old Cowboy" was a number one hit on 790 CFCW radio. Just 18 years old, Kissel became a DRIVING FORCE celebrity partner in early 2008. He is happy to be able to perform for this young audience and help give back to the community with John Blimke.

READ IN Week for Blimke is a show of continued support for James Gibbons School. Over the past five years, his Edmonton West Rotary Club has sponsored the school lunch program at James Gibbons and other inner-city schools. As a special treat for the young readers, Blimke invited DRIVING FORCE celebrity partner Kissel to join him.

Anticipation for the event is high, according to James Gibbons principal **Sherry Holmes**. The children are looking forward to the special performance.

"It's an exciting time at the school," Holmes says, "[to have] guests share their love of reading and what it means in their lives."

A cross-section of students from James Gibbons' K-6 classes will participate in the read-in and performance. The school follows a traditional curriculum, with an emphasis on literacy through the integration of basic grammar, phonics and spelling skills. With a wide range of literacy programs, Holmes says it's nice to strengthen links with the community through READ IN Week.

Brett Kissel is the newest celebrity partner for Edmonton-based DRIVING FORCE, joining an elite group of current and former Edmonton Oilers, Edmonton Eskimos and Olympic champions. The company re-qualified in 2008 as one of Canada's 50 Best Managed Companies and takes great pride in giving back to the community. To learn more about DRIVING FORCE visit www.drivingforce.ca. A link to Brett Kissel's website, www.brettkissel.com, is available.

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