Why we read more than the play

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JUST for once, Adelaide United players don't mind getting booked.

The players have signed on as ambassadors for the Premier's Reading and Be Active challenges.

While the only material Adelaide United players are likely to have read recently is play books, the team has committed to encourage children to read and play sport through school clinics to be held once the excitement of the Asian Champions League final is over.

Education Minister Jane Lomax-Smith said the team's success in reaching the final meant they would make a real impression on children.

"The Reds have achieved remarkable success on the field and we hope that will rub off on school children who are aiming for gold in reading and physical activity," she said.

Adelaide United media and communications manager Dom Rinaldo said the team was keen to be involved.

"Who knows, we could unveil the next crop of Adelaide United, Socceroos or Matilda stars right here in South Australia's schools," he said.

The Be Active Challenge asks students from Reception to Year 9 to be active for at least 60 minutes, five days a week, for up to 10 weeks, and record their activity.

The Reading Challenge encourages students of all ages to read at least 12 books to gain a certificate and medals.