

FOR IMMEDIATE RELEASE

CONTACT: Jen Gear
jgear@gearcommunications.com
Gear Communications
781-760-9754

HAZEL GROVE ELEMENTARY FOURTH GRADERS WIN \$2500

READING CORNER MAKEOVER IN REGIONAL CONTEST

Sponsors Finally Light Bulb and Westlake Ace Hardware

Promote the Importance of Reading

KANSAS CITY – December 13, 2016 – The winning fourth grade class at Hazel Grove Elementary held their collective breath today as their prize – a \$2500 Reading Corner “Redo” – was unveiled in the school’s (Location). This event marked the pinnacle of a months-long contest, sponsored by the Finally Light Bulb Company and local Westlake Ace Hardware, to promote the importance of reading among students across four school districts.

Hazel Grove Elementary students, faculty and representatives from the Finally Light Bulb Company and Westlake Ace Hardware attended the ceremony.

“We’re thrilled to partner with Westlake Ace Hardware to create a well-lit, fun and comfortable reading corner at Hazel Grove Elementary,” stated John Goscha, Founder and CEO of the Finally Light Bulb Company. “The enthusiasm for reading that the winning students displayed shines through with the creative design of their poster and new reading area,” Goscha continued.

The Contest

Fourth grade classes received a blank poster, in the shape of a Finally Light Bulb, and the students were asked to collectively decorate the poster based on an agreed-upon theme. The children were also asked to write a brief description, to accompany the artwork, detailing how they chose their theme. Winners were selected by the Finally Light Bulb team based on creativity, design and originality.

-more-

Reading Corner Redo/Page 2

The winning fourth graders then worked with local designers (NAMES), to incorporate the poster theme into the Reading Corner Redo and transform the area with new furniture, rugs, décor and lighting from Finally. The framed winning poster, along with a plaque, are prominently displayed in the space.

“These students should be very proud of both their poster submission as well as their new reading space, which they helped design,” said X, Westlake Spokesperson. “It’s wonderful to see these students show such excitement about reading,” X continued.

While there could only be one winner selected, seven of the posters entered by other Kansas City elementary schools will be on display at the local Westlake Ace Hardware located at 7523 State Avenue, Kansas City, KS. Participating schools include:

- Banneker Elementary
- Eugene Ware Elementary
- Frances Willard Elementary
- Mark Twain Elementary
- Noble Prentis Elementary
- White Church Elementary
- William A. White Elementary

In total, students in 17 schools across Kansas City, KS; Lawrence, KS; Tulsa, OK and Arlington, TX participated in the contest. Hazel Grove Elementary beat out seven other schools in the Kansas City area.

About The Finally Light Bulb Company

Boston-based technology start-up, the Finally Light Bulb Company, offers a high-quality and energy-efficient home lighting solution for consumers. Finally has developed a new lighting technology called Acandescence™, which delivers the same omnidirectional glow of an incandescent bulb while using 75% less energy. These light bulbs are the only bulbs with V3 Vitalizing Spectrum™ that reveal the brilliance in whites and colors. Finally offers 60 Watt, 75 Watt and 100 Watt bulbs, all backed by a 10-year guarantee.

-more-

About Westlake Ace Hardware

Westlake Hardware is a chain of 91 neighborhood hardware stores operating in 7 states across the Midwest. With more than 110 years of experience providing exceptional service, our goal to provide all of our customers with a great hardware shopping experience has never changed. Westlake Ace Hardware operates stores in Missouri, Kansas, Nebraska, Iowa, Oklahoma, Texas and New Mexico. In late 2012, the Ace Hardware Corporation acquired Westlake. Westlake currently operates as a wholly owned, independent subsidiary of Ace.

About Reading Corner Redo Partners

Designers, graphic designer, participating schools etc.

###