Maricopa County Reads

2022 Summer Reading Program

Summary & Report

Maricopa County
Library District
where curiosity leads

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Overview

Maricopa County Library District (MCLD) is proud to share the success of its annual online countywide Summer Reading Program. From June 1st to August 1st all public libraries, two tribal libraries, one military library, one volunteer library (65 locations, representing 18 library systems), the Maricopa County Sherriff's Office Library and the Maricopa County Durango Juvenile Facility encouraged over 79,000 county residents to participate in our Summer Reading Program. Most libraries are back to normal operating procedures so the Summer Reading Program saw pre-2020 registration, program engagement, and event attendance.

Our primary goals for the 2022 Summer Reading Program were to interrupt the summer slide and promote literacy among children and families. To meet those goals our objectives focused on encouraging parents and caregivers to model positive reading behaviors to their children, promote reading at least twenty minutes a day to create a habit reading, and building home libraries. We incorporated multiple strategies to achieve these objectives into the Great Reading Adventure software and offline in our marketing strategy and building relationships in communities.

Each year we build the Summer Reading Program around a theme provided by the [Collaborative Summer Library Program](#) (CSLP). This year we explored oceanography with "Oceans of Possibilities/ Océanos de Posibilidades". The Arizona State Library supplies supporting materials created by CSLP to each of the participating libraries. MCLD staff and representatives from the 18 library systems planned a comprehensive program that included a paper game board and an interactive online platform to record program activity, digital badges, challenges, prizes and sponsored coupons, community experiences, free and engaging virtual and in person events, and a marketing campaign to spread awareness.

We continued our partnership with the Maricopa County Sheriff's Office to provide a Summer Reading Program to adults experiencing incarceration with the goal of reducing recidivism. This program positively affects this community by encouraging them to read for learning and enjoyment and incentivizes them with the ability to select their next books to read with each completed log. The dates for this program are extended to better fit their library structure. Participants completed 843 reading logs from June 1st to September 15th. We continued our partnership to bring the Summer Reading Program to kids in the Maricopa County Durango Juvenile Detention Center. In conjunction with the Phoenix Public Library, we helped the detention center run the program at their school so kids can engage with the online program to track their own reading to earn coupons and a free book.

Goals and Outcomes

The two primary goals of the Summer Reading Program are:

1. Interrupt the summer slide, the common term given to the learning loss experienced by children while transitioning between school years.
2. Promote literacy among children and their families.

The objectives (in bold) and strategies employed to accomplish our two larger goals included:

1. **Challenging all participants to read at least 20 minutes everyday**
   - Provide milestone incentives at 500, 750, and 1,000 points and weekly drawing prizes
   - Encouraging teens and adults to model reading to the children in their lives

2. **Building a home library**
   - Provide a free book or option to donate their book to a Head Start classroom to all participants who reach 1,000 points during the program

3. **Communicate literacy messages in simple easy to understand ways**
   - Include early literacy tips and information to parents within the software

4. **Emphasize the fun of reading**
   - Create and promote a county wide reading minute goal for participants
   - Provide virtual and in person events given by diverse performers to build background knowledge and comprehension skills

5. **Connect participants with community experiences through prizes, virtual programming and challenges.**
   - Create community connections through program prizes and virtual events
   - Community experiences unique to each community build background knowledge and comprehension skills
   - Provide short engaging videos on the participant dashboard featuring a partner organization; The Arizona Sonoran Desert Museum featured a different facet of the life and conservation of the gulf of California each week

Using the Great Reading Adventure software or optional paper game board, participants work towards a total reading goal of 1,000 minutes in 9 weeks by reading twenty minutes a day, building a habit of reading. Additionally, the program promotes lifelong learning to our teen and adult participants. We encourage their participation by asking them to model positive reading behaviors to the children or non-readers in their lives as they work towards their own reading goal. Participants

achieve incentives at point milestones along the way including free food coupons at 500 points, an Arizona State Park Pass and up to 4 tickets to a Phoenix Mercury home game at 750 points, and a free book at 1,000 points. Each milestone incentive serves as a motivator for all ages to reach their reading goal and ultimately helps build home libraries, an important aspect of increasing children's literacy success, whether they chose a book for themselves or donate it to a Head Start classroom.

Consistent and robust staff training is important to meeting our goals and the program's overall success. MCLD provided interactive training modules and toolkits with goals, talking points, and functionality of the online program to all participating library systems and the Durango Juvenile Detention center. We created and distributed three online trainings: Maricopa County's Summer Reading Program Overview, Customer Account Basics and Implementation training, assigned based on staff roles at their libraries.

Overall Statistics

The Summer Reading Program encourages readers of all ages to participate and is broken out into four age groups: Pre-readers (Birth to 4), Kids (5 to 11), Teens (12 to 17) and Adults (18+). 79,499 participants registered online from May 1 to August 1 when the program closed. Of those, 35,531 became achievers earning at least 1,000 points, an achiever rate of 45%!

- 68,530,690 minutes read
- 1,100,550 digital badges earned
- 46,843 challenges completed
- 25, 610 free books awarded and redeemed by achievers
- 2,249 free books donated to local Head Start classrooms
- 843 Reading Logs completed in the Maricopa County Jails

The following figures illustrate Summer Reading participation and achievement over the past 4 years. 2019 shows our program statistics in a normal year, 2020 shows the impact of the pandemic, 2021 shows our road to recovery and 2022 shows we are back to our pre-pandemic numbers.
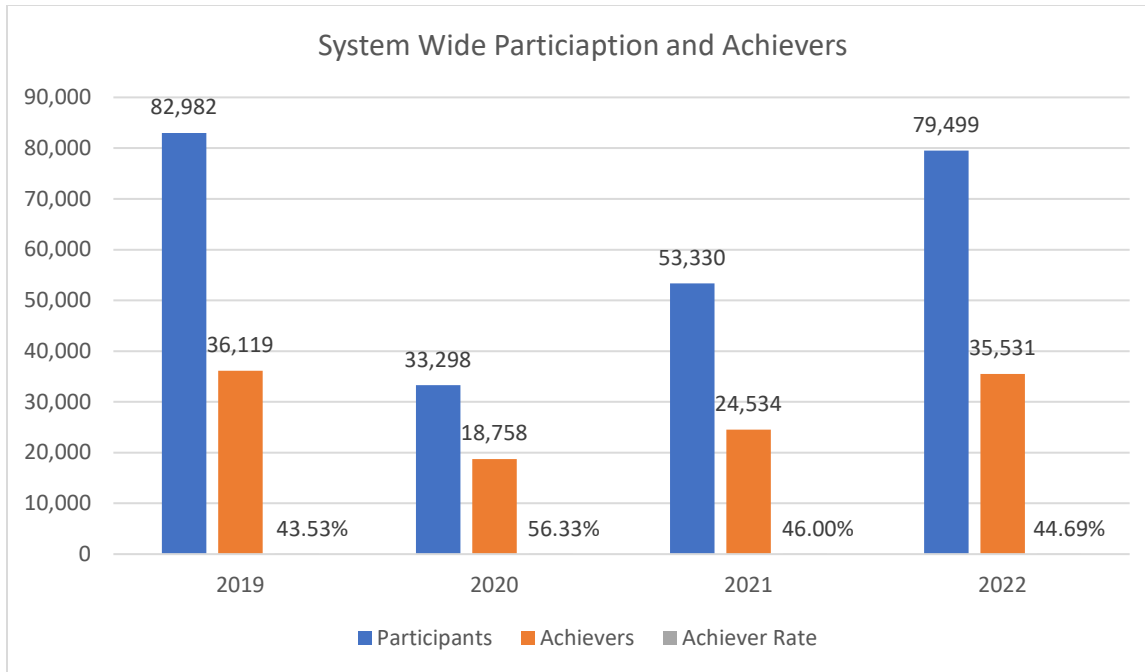
Figure 1: System wide Participants and Achievers 2019-2022

Library System	Total Participation	Total Achievers	Rate of Achievement
Avondale Public Library	1,360	498	36.6%
Buckeye Public Library	3,523	1,012	28.7%
Chandler Public Library	9,246	4,352	47.1%
Desert Foothills Public Library	360	97	26.9%
Fort McDowell Tribal Library	76	25	32.9%
Glendale Public Library	3,181	1,657	52.1%
Luke Air Force Base Library	105	54	51.4%
Maricopa County Library District	17,250	8,620	50.0%
Mesa Public Library	9,145	4,222	46.2%
Morristown[1] Volunteer Library	32	1	3.1%
Peoria Public Library	3,161	1,421	45%
Phoenix Public Library	20,813	8,296	39.9%
Salt River Tribal Library	509	151	29.7%
Scottsdale Public Library	6,769	2,794	41.3%
Tempe Public Library	3,607	2,158	59.8%
Tolleson Public Library	199	83	41.7%
Wickenburg Public Library	102	54	52.9%
Youngtown Public Library	61	36	59.0%

Figure 2: 2022 Participant and Achievers by Library System

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[1] Morristown was forced to close at the start of the summer affecting their numbers

Breaking our statistics down by age group, we can see which groups reach 1,000 points at the highest rates, this year the teens had the highest achiever rate at 51.7% followed by adults with 50.85%. Independent readers continue to complete the program at higher rates than pre-readers and the emerging readers participating in the kid's program.

Library System	Prereaders		Kids		Teens		Adults	
	Signups	Achievers	Signups	Achievers	Signups	Achievers	Signups	Achievers
Avondale Public Library	217	86	574	183	181	77	388	152
Buckeye Public Library	546	156	1,702	360	403	144	872	352
Chandler Public Library	1,036	478	4,197	1,791	1,384	759	2,629	1,324
Desert Foothills Library	62	13	196	44	45	15	57	25
Fort McDowell Yavapai Tribal Library	15	2	30	7	3	1	28	15
Glendale Public Library	456	245	1,317	609	416	234	992	569
Luke Air Force Base	17	6	44	20	5	3	39	25
Maricopa County Library District	2,035	946	8,177	3,532	2,365	1,371	4,673	2,771
Mesa Public Library	1,437	588	3,863	1,647	1,104	591	2,741	1,396
Morristown Volunteer Library	2	0	17	0	8	0	5	1
Peoria Public Library	407	190	1,572	544	388	222	794	465
Phoenix Public Library	2,858	1,086	9,411	3,464	2,189	929	6,355	2,817
Salt River Tribal Library	27	4	292	129	80	7	110	11
Scottsdale Public Library	916	360	3,379	1,107	718	418	1,756	909
Tempe Public Library	334	176	1,816	1,152	398	241	1,059	589
Tolleson Public Library	23	9	110	41	28	10	38	23
Wickenburg Public Library	21	12	50	26	16	6	15	10
Youngtown Public Library	7	3	18	2	3	1	33	30
TOTALS	10,416	4,360	37,765	14,658	9,734	5,029	22,584	11,484

Figure 3: 2022 Participants and Achievers by age and library system

Marketing

Each summer, MCLD launches a large-scale awareness campaign that includes both paid and organic promotions. The Library District also creates and shares a wide range of marketing support to all participating library systems. This summer, MCLD focused its promotional messages around being a part of a community of readers, the intrinsic impact of the program, and achieving points to win prizes.

In its continued effort to provide increased support to participating library systems, MCLD created new materials for the Marketing Toolkits shared with affiliates. The new materials included an optional 8-day social media campaign focused on encouraging completion of the program and achieving 1,000 points. New Canva templates were also provided this year, allowing libraries to more easily create summer reading-themed graphics on their own using this free, online design program.
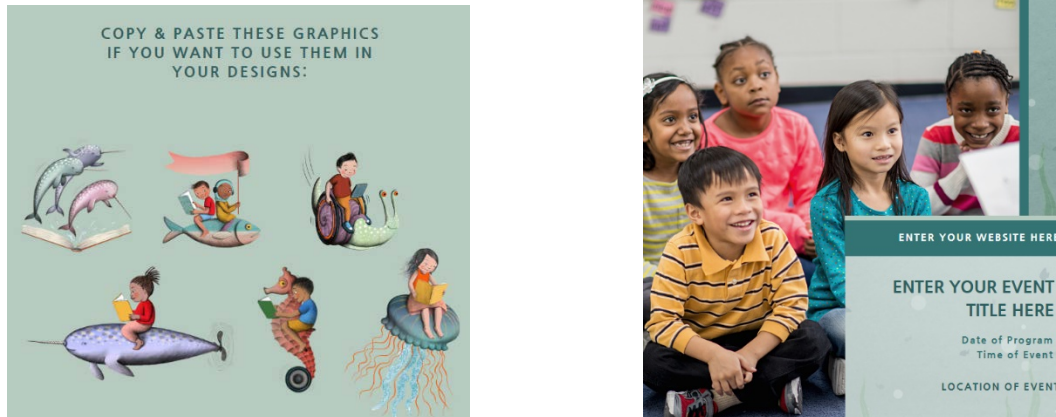

Figure 4: Canva templates

MCLD also continued its Summer Reading Advertising Pool opportunity. This optional support allowed library systems to buy into in a large-scale advertising campaign, giving access to a dedicated marketing staff who researched, implemented, and analyzed digital and social campaigns on their behalf. Two library systems participated in 2022: Buckeye and Mesa Public Libraries. Through the Advertising Pool campaigns, MCLD aided in serving 2.5 million digital advertising impressions between the two library communities.

MCLD's independent advertising campaign featured a mix of digital, print, and radio advertising. The results of the campaign were successful with highlights being:

- The digital elements of the campaign brought 12,197 people to MaricopaCountyReads.org, with 72% being new visitors to the site.

- Nearly 2,800 Secret Codes were redeemed from advertisements, including 910 from codes placed in print newspaper advertisements.
- PeachJar flyers were sent to 97 schools in 9 school districts, resulting in over 1,000 visits to MaricopaCountyReads.org and 1,485 Secret Codes redeemed.

Software

The Great Reading Adventure continues to power Maricopa County Reads with improved features for participants and staff. This year we improved the discoverability of Challenges by allowing category color coding, a new default ordering, and curated featured challenge groups. To improve the participant experience when redeeming and receiving their free book prize, we added a shipment tracker at the top of the participant dashboard, providing a visualization of their prize's journey from the warehouse to their home library. Back-end improvements included full management of preparing and sending email to participants from within the software, enhancements for staff to more easily handle damaged or missing books from vendor shipments, and an update in the application's backing framework (to ASP.NET Core 6). As always, the latest version of The Great Reading Adventure is available free to all: https://github.com/MCLD/greatreadingadventure/.

Game Content

The dashboard is the first thing our participants see when they log into our program. This is where their digital badges, personalized avatars and, for our youngest participants, early literacy tips live. Bilingual early literacy tips from Expect More Arizona and Smart Talk graphics from Read On Arizona populate on the dashboard each day for anyone registered as a prereader (ages 0-4).
This year the Sonoran Desert Museum provided short informational videos for the dashboard. These featured different aspects of the Gulf of California and how, even though Arizona is a landlocked state, the ocean affects us. Each week a new video was uploaded with a secret code to earn a digital badge.

Digital badges continued to be an integral part of the 2022 Summer Reading Program to mark program achievements (program registration, 500-point achievement, etc.) and to indicate the completion of in-game challenges many of which promote our community partners and community experiences. Badges provide added motivation and incentive for participants to continue logging reading points throughout the 9 weeks of the Summer Reading Program.

Avatars allow for personalized engagement in the online program. Avatar accessory bundles, such as animals (tails, ears, paws) and swimwear were unlocked throughout the program creating 3.6 septillion possible avatar combinations keeping participants engaged with new choices all summer. For the oceanography theme the graphic design team came up with additional ocean themed pieces that unlocked at the start of the program.

New this year, the county created a community reading goal of 50,000,000 (50 million) minutes read by the end of the program. The minute tracker was updated weekly and was often featured on the dashboard so participants were kept informed about where the community was at with this goal. We surpassed 50,000,000 minutes mid-July and every participant who had entered minutes were awarded a badge and five points to thank them for contributing to the reading goal.

Challenges

Participants earn bonus points by completing challenges that feature themed reading lists or a mix of reading books and activities. This year library staff and partners, such as the Office of Maricopa County School Superintendent and the Maricopa County Public Defender's office created 158 engagement activities with a total of 46,840 completions, more than double the amount of completed challenges last year.

Challenges	Created by	Description	Participant completions
Be a Healthy Buccaneer	MCLD's Gila Bend Library	Steer yourself in the right direction with healthy lifestyle activities.	4,689
Let's Sing!	MCLD's Queen Creek Library	Singing slows language down so your pre-reader can hear the smaller sounds in words, developing phonological awareness and helping them later on when they are sounding out new words and learning to read.	3,586
Early Literacy Fun	MCLD's Gila Bend Library	Complete 3 out of the 5 tasks with your child to earn more points!	2,909
Let's Talk!	MCLD's Queen Creek Library	Talking with your pre-reader helps support pre-reading skills by exposing them to the sounds of language, introducing vocabulary, and sharing knowledge	2,242
Crayola Experience	MCLD's Administration	Escape the heat with a colorful family adventure!	2,230
Shark Challenge at Tempe Public Library	Tempe Public Library	Bite into these cool challenges and earn points for doing 3 of the 5!	2,096
Let's Write!	MCLD's Queen Creek	Writing helps children understand that print has meaning, and leads to being able to form letters	1,691
Let's Play!	MCLD's Queen Creek Library	Playing helps children think symbolically, gather information and language, and develop background knowledge, all of which will help them with reading later on.	1,686
Let's Read!	MCLD's Queen Creek Library	Reading with your pre-reader as a shared, positive activity helps develop a love of reading that will help them through those difficult patches when they are learning to read.	1,639
Teen Bingo!	MCLD's Queen Creek Library	Earn 50 points by completing 5 tasks on this list!	1.323

Figure 5: Top 10 Challenges

Community Experiences

A community experience is a special summer reading event or destination outside the library at an external space or partner organization. Community Experiences provide participants with experiential knowledge, a key component of literacy and help build community by drawing attention to local organizations and cultural institutions throughout the valley. Staff from all participating libraries collaborated with community partners to create secret codes that participants found and redeemed for a digital badge and bonus points. Staff created 98 community experiences that were visited 6,400 times. Despite there being fewer community experiences created this summer, participants visited community organization over 1,000 more times than last year illustrating participant's eagerness to get back out into the community.

Experience	Location	Description	Participants
Goodyear heARTs: 1970s'	Goodyear	Discover the secret library code at the heART sculpture in Goodyear	767
Gila Bend Sun July 18th	Gila Bend	Find the secret code in the July 18th edition of the Gila Bend Sun!	694
Phoenix Zoo	Phoenix	Visit the Phoenix Zoo and cross the turtle bridge!	510
Town of Gilbert Perry Pool	Gilbert	Visit the Town of Gilbert Perry Pool!	300
Friends of Gilbert Libraries Friends Place Bookstore	Gilbert	The Friends Place Bookstore is located in the lobby of the Southeast Regional Library. The volunteer store is a tax-exempt charitable organization that supports our two Gilbert libraries, promotes literacy in children and adults and expands the presence of the libraries for the benefit of the community.	297
Town of Gilbert Aquatics Mesquite Aquatic Center	Gilbert	Visit the Town of Gilbert Mesquite Aquatic Center!	280
Town of Gilbert Williams Field Pool	Gilbert	Visit the Town of Gilbert Williams Field Pool	250
i.d.e.a Museum	Mesa	Visit the i.d.e.a Museum, an interactive fine art museum for kids, this summer and find the secret code.	237
Surprise Aquatic Center	Surprise	Visit the Surprise Aquatic Center!	200
Town of Gilbert Aquatics Greenfield Pool	Gilbert	Visit the Town of Gilbert Greenfield Pool!	178

Figure 6: Top 10 Visited Community Experiences

Events

MCLD continued to offer virtual streaming events for summer reading participants. Customer feedback let us know that the one-week timeline for viewing these events was not long enough, so we extended viewing from one week to two. Every two weeks 4 new programs, 3 English and 1 Spanish, became available to all summer reading participants. American Sign Language (ASL) interpretation for two programs was also available, with an Ocean Conservation program from the Arizona Science Center during the month of June and Phoenix Zoo's Stingray Bay available in July. Each streaming event included a secret code that participants could enter to win extra points and a badge for viewing. These 18 programs received 15,788 views; 3,000 more views than the 34 programs available last year. This demonstrates that giving participants more time to find and watch the streaming events means more views overall.

2022 Most Viewed Programs

ASL- Arizona Science Center Ocean Conservation

Phoenix Zoo- Stingray Bay

Puppy Pal Show

Happy Birds- An Amazing Parrot Show

Painting the Ocean with Rachel

Figure 7: Most Viewed Streaming Events

Sponsors and Incentives

Outside organizations support the reading program by donating incentives our participants earn as they reach point milestones or win drawings. Peter Piper Pizza, Raising Cane's and Rubio's Coastal Grill donated free food coupons for 500-point achievers. Coordinated through the Arizona State Library, Arizona State Parks & Trails donated one-day park passes for 750-point achievers while the Phoenix Mercury provided up to four (4) free tickets to one regular season game June-August. Grand prize drawings conducted at the end of the program for all 1,000-point achievers included:

- Harkins Theatres prize packs, which include loyalty cups, admission passes and free popcorn – one winner at each participating library.
- Legoland Discover Center admission passes, 2 family 4 packs
- Sea Life Aquarium admission passes, 2 family 4 packs
- Childsplay voucher for two tickets, one winner at each participating library and a basket of books, swag and family 4 pack for one grand prize winner.
- Family 4 pack to attend the 2023 Super Bowl Experience

Figure 8: Summer Reading Sponsor Logos

MCLD purchased kids Arizona Science Center prize bundles as drawing prizes for all systems. This bundle included educational, age appropriate toys and activities, and a voucher for admission for two. Each system created and ran their own drawings for their customers.

MCLD participants of all ages who logged at least 140 points a week were entered into the weekly drawings: Pre-readers, kids and teens could win an Arizona Science Center bundle and adults could win a bundle from Changing Hands Bookstore[2].

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[2] Each library system offers their own drawing prizes and additional incentives for their participants only.

Free Book Incentive

One of our objectives every year is to build home libraries so the Summer Reading Program offers participants who achieve 1,000 points a free book of their choice from over 120 titles. These choices include options for fiction, manga/graphic novels, non-fiction and activity books for all ages. Over 25,000 participants, or 72% of achievers, chose a title from this year's selection. We continued our partnership with Maricopa County Human Services Department so achievers had the option donate their book to a child enrolled in a Head Start classroom; 6% of achievers choose to donate totaling 2,249 books, enough for every child enrolled to take a book home.

The COVID-19 pandemic has had a lasting impact on publishers, they continue to experience material and staffing shortages so many participant's books were backordered indefinitely or delayed for much of last summer. In anticipation of this continuing in 2022, MCLD purchased a small amount of prize books to have on hand at all 65 libraries for customers experiencing prize book issues. If a participant's book was delayed significantly or their chosen title was backordered, they had the option to choose a different book from this emergency stash. These extra books helped front line staff fix customer issues in the moment and provided instant gratification for the customer.

Maricopa County continued to support the Durango Juvenile Detention Center's summer reading program with 23 kids registered, purchasing a bulk order of titles for kids aged 10 +. These books went directly to the facility so kids who reached 1,000 points could choose a book to keep right away.

2022 Top Ordered Prize Book Titles

Would You Rather? Family Challenge! Edition

Weird but True Ocean

Bluey: The Pool

Home Ec for Everyone

Scholastic Book of World Records

Anxiety Relief Color by Numbers for Adults

The Inheritance Games

Mindfulness Word Search for Adults

Super Hero Hiccups

Crack in the Code!

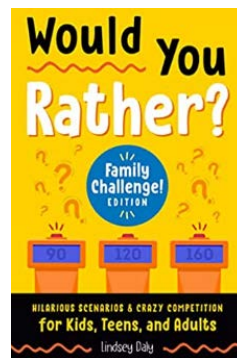Top Spanish Title-*Ten Little Birds/Diez Pajaritos*

Figure 9: Top Ordered Prize Books

Public Surveys

We invite participants to complete a survey about their experience with the Summer Reading Program to help identify the strengths and weaknesses of the program and if we met our goals and objectives. This year 3,772 participants filled out a survey upon completion of the program. This breaks down to 808 kids, 569 teens, 1,511 adults and 884 adults answering on behalf of their child or teen. Many of the questions remain the same year to year; we kept the questions posed by the Arizona State Library including asking what they like most about participating in the Summer Reading Program and what the library can do to help them continue to learn more?
Survey results include the following:

- 86% of respondents reported they or their child learned something new from what they read or experienced
- 85% of respondents reported they or their child reads more
- 83% of respondents reported they or their child *enjoys* reading more
- 85% of respondents reported they or their child use the library resources more often
- 86% of respondents reported they or their child maintained or increased their reading skills
- 93% of respondents have a library card
- 99% of respondents plan to participate next year

The optional free response results help us recognize some challenges to tackle next year, identify what we do well and why customers choose to participate. Our struggle this year was meeting the participant demand for incentives. Respondents point to prizes as a reason they choose to participate in our program and rely on this positive reinforcement as motivation to complete the program. Our customers continue to use the Summer Reading Program to connect to their families, creating a routine of reading and visiting the library. Bringing back in person programming has prompted families' return to the library and many have reformed their library visit habit.

Summary

The 2022 Summer Reading Program brought new challenges, as our libraries transitioned back into normal operating procedures while recognizing how the pandemic has changed our services and offerings. Virtual events continue to pull large numbers of views but it was the reinstatement of in-person programming and our large summer reading events that contributed to participant growth. An additional 26,000 participants registered this year, a large jump that helped us reach pre-pandemic numbers while maintaining a high achiever rate of 45%.

Registration and prize redemption exceeded our expectations and many of our libraries ran out of the countywide prizes causing frustration for customers and staff. Library staff creatively problem solved substituting take and make kits, library swag or supplemental coupons for the countywide incentives they were out of. In 2023 we expect to maintain the registration number and achiever rate and will work to provide incentives that will support this high rate of engagement.

Plans for the 2023 Summer Reading Program include: building on our current prize partnerships and forming new relationships to meet the needs of our communities, efforts to increase diversity in our avatars, continued improvement of the user experience through communication and changes to the software for ease of use. Now that we have brought customers back through our doors, our goals will focus on creating a better user experience to encourage continued participation in the Summer Reading Program, solidifying their reading and library habits.

Acknowledgments

The Summer Reading Program is made possible through the collaborative efforts of Maricopa County Library District staff, participating libraries, and community partners. We would like to thank the following individuals and organizations for making the 2022 program a success.

Maricopa County Library District

Director
Jeremy Reeder

Deputy Director
Erin MacFarlane

Director's Executive Assistant
Patti Thoemke

Branch Operations
Danette Barton
Library Region Managers

Collection Management
Laura Jamison
Linda Maudsley
Amy Cimino
Andrea Small
Tracey Hoyos
Nicole Voigt
Michael Porter

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Brigitte Demmel
Justin Franks
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Jolene Bradley
Jacqueline Jeffrey
Jennifer Brown
Stacey Akahoshi

Virtual Branch
Corban Ford
Yvonne Trotta
Carmon Chacon

Web Team
Matt Miller
Harald Nagel
Daniel Wilcox

Participating Libraries

Avondale Public Library
Marisela Munoz
Brenda Soto
Bridget Esqueda
Laura Caruthers

Buckeye Public Library
Peter Grant
Janene Van Leeuwen
Elizabeth Garcia
Chris Larson

Chandler Public Library
Jean Reynolds
Deborah Moreno

Desert Foothills
Heather Wurr

Fort McDowell Yavapai Nation Tribal Library
Jacquelyn McCalvin
Jolene Smith
Tina Austin

Glendale Public Library
Erin Garred

Luke Air Force Base
Jennifer Crowell
Kathryn Puckett

Maricopa County Durango Juvenile Detention Center
Cipriana Rosales
Courtni Tran
Kevin Malakowsky

Maricopa County Sherriff's Department
Lisa Poulin

Mesa Public Library
Brenna Klassen
Michele Sheppard
Jeanene DeFine

Peoria Public Library
Kathie Jackson
Cara Marshell

Phoenix Public Library
Gretchen Pierce
Wendy Resnik

Salt River Tribal Library
Melissa Rave
Lessie Dingler
Sophenia Begaye

Scottsdale Public Library
Heather Sollom-Smith
Jennifer Vinikour
Christina Brady

Tempe Public Library
Samantha Seeman

Tolleson Public Library
Lila Garza

Youngtown Public Library
Mary Vass
Tris Steward
Cathy Grow

Wickenburg Public Library
Sarah Brown
Suzie Wolfe

Maricopa County Partners	Partner Organizations
Maricopa County Supervisors	*Arizona State Library*
Jack Sellers, District 1	Donna Throckmorton
Thomas Galvin, District 2	
Bill Gates, Chairman, District 3	*Arizona State Parks & Trails*
Clint Hickman, Vice Chairman District 4	Ken "Gecko" Sliwa
Steve Gallardo, District 5	
	Arizona Super Bowl
Maricopa County Human Services Department	*LVII Host Committee*
	Jennie Patel
Nancy Kessay- Early Education Division	
	Childsplay Theatre Co.
Maricopa County Parks and Recreation	Steve Martin
Donna Southard	Averi Gutierrez
	Jodie Weiss
Maricopa County Departments	
Sheriff Paul Penzone Office of Communications	*Harkins Theatres*
	Alison Sipes
	Legoland Discovery Center/Sea Life Aquarium
	Rebecca Vasquez
	Peter Piper Pizza
	Genaro Perez
	Lee Rosenthal
	Phoenix Mercury
	Vince Kozar
	Josh McMann
	Raising Cane's
	Jenny Colon
	Rubio's Coastal Grill
	Maggie Agrela
	Expect More AZ
	Read On Arizona
	Terri Clark