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## **15 and the Mahomies and Lead to Read KC Launch Fifth Year of Read for 15 Program**

*Patrick Mahomes renews campaign encouraging kids to read for 15 minutes a day  
with the help of local nonprofit organization*

**Kansas City, Mo.** -- For the fifth year in a row, Kansas City Chiefs QB Patrick Mahomes and his foundation [15 and the Mahomies](#) are teaming up with local nonprofit [Lead to Read KC](#) to encourage children to develop a love for reading through the [“Read for 15”](#) program.

Read for 15 motivates children to take the pledge to read every day for 15 minutes over a 15 week period. Parents and caregivers help keep track of their child’s reading and cheer them on. Reading 15 minutes a day is the “magic number” at which students see a substantial gain in reading achievement.



Lead to Read KC shared a [video message from Mahomes](#) and delivered **Read for 15** materials to students at **Wendell Phillips** this week. Read for 15 will kick off with other participating schools throughout November bringing incentives like one-of-a-kind trading cards, Chiefs inspired wristbands, and Mahomes posters.

Education specialists encourage [setting a strong foundation](#) for reading through early literacy. Allocating dedicated time for reading

each day establishes reading as an essential part of the daily routine and reinforces the importance of literacy. Over the past three years, with Lead to Read KC’s support, Patrick’s encouragement makes reading all the more enticing for students.

### **About 15 and the Mahomies:**

*15 and the Mahomies is dedicated to improving the lives of children. The Foundation supports initiatives that focus on health, wellness, communities in need of resources and other charitable causes. It was established by NFL MVP, Kansas City Chiefs QB Patrick Mahomes in 2019.*

**About Lead to Read KC:**

[Lead to Read KC](#) is a children's literacy nonprofit dedicated to transforming Kansas City into a community where all students thrive academically and personally through unparalleled access to reading resources, mentorship and support.

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