

# *Big Hearts, Rich Minds*

*Variety of Eastern Tennessee's Read It and See It Program*



3,000 copies of the classic children's book *Charlotte's Web* will be purchased for elementary school students in Knox County, thanks to Variety of Eastern Tennessee. The tent raised \$8,000 in June at a sold-out event to benefit its Read It and See It Program, which offers students in targeted low-income Knox County schools the unique opportunity to read a book and then watch a free showing of the filmed version.

The event, a screening of Big & Rich's "The 8th of November: A True Story of Love and Pain," drew 400 local residents to Regal Cinemas' Pinnacle 18. The documentary chronicles the country duo's friendship with war veteran Niles Harris and their visit to Vietnam. A stage was built in the large auditorium for the acoustic performance following the movie.

One week before Variety's Radiothon with 107.7 WIVK, Big & Rich approached station manager Mike Hammond and suggested that people who pledged a certain amount should get tickets to a screening of their documentary. The idea manifested into its own fundraising event, with tickets selling out in two hours and even more money raised by raffling tickets to the highest bidders on air.

Now, thousands of children in Knox County will have the opportunity to experience E.B. White's timeless tale of friendship.

Visit the Variety of Eastern Tennessee website at:

[www.varietytn.org](http://www.varietytn.org)

