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## **CHASS 5K Run/Walk Rallies Detroit to Support Early Literacy with Reach Out and Read**

*Annual Mexicantown race raises funds to give young children free books at pediatric visits*

DETROIT (July 18, 2025) – [CHASS Center](#) is teaming up with [Reach Out and Read Michigan](#) for its 13th Annual CHASS 5K Run/Walk and Kid's Race, a vital event focused on bringing early literacy resources to one of Detroit's most underserved neighborhoods. Set for Aug. 9, this race raises critical funds to provide young children in Mexicantown free, age-appropriate books during pediatric well-child visits through Reach Out and Read.

Thanks to ongoing support from this event, CHASS (Community Health And Social Services) has already shared more than 10,000 books with families through Reach Out and Read, which pairs literacy guidance with trusted, culturally competent pediatric care. Reach Out and Read clinicians are specially trained to engage caregivers in conversations about reading milestones, demonstrate read-aloud techniques, and empower parents to incorporate books into daily routines. This work is especially critical in underserved communities, where children often start school with fewer language skills and limited access to books, gaps that can hinder academic achievement and lifelong success. By providing free books and literacy support beginning at birth, Reach Out and Read helps break this cycle and gives children the strong foundation they need to thrive.

The day will include a community Zumba warmup, 400-meter Kid's Race, and a 5K Run/Walk that winds through vibrant Mexicantown and Detroit's beloved Clark Park. Beginning at 9 a.m. at CHASS, located at 5635 W. Fort St., participants of all ages and fitness levels are invited to run, with every step helping to give another child a better start. Families can also enjoy story time and free books from Reach Out and Read Michigan.

"Every time a provider hands a book to a child, it opens a door," said Dr. Richard Bryce, Chief Medical Officer at CHASS. "It starts a conversation about development, about bonding, about language and learning. That book is a prescription for a strong start in life. This race helps ensure we can keep doing that work, visit after visit, child after child."

Reach Out and Read is an evidence-based model backed by decades of research showing that reading aloud supports healthy brain development and strengthens family bonds. The program annually reaches more than 121,000 Michigan children at 124 active clinic sites. Reach Out and Read Michigan clinicians distributed more than 206,000 books during well-child visits in FY24 alone.

“Reading together may seem like a small act, but it’s incredibly meaningful,” said Angie DeLost, Affiliate Leader of Reach Out and Read Michigan. “The conversations sparked by a single story can echo through generations. We’re truly honored to support CHASS at this event, as it represents a powerful commitment to nurturing children’s well-being and setting them up for future success.”

To learn more about the CHASS race and to register, go to [reachoutandread.me/CHASSrace](https://reachoutandread.me/CHASSrace).

To learn more about Reach Out and Read Michigan, visit [reachoutandreadmi.org](https://reachoutandreadmi.org).

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About Reach Out and Read: As a 501(c)3 nonprofit, Reach Out and Read leverages the near-universal reach of the pediatric well-child visit to support caregivers in fostering healthy relationships with their young children through shared reading. In FY24, Reach Out and Read served more than 4.6 million children and provided 7.7 million free books across 9.3 million well-child visits. Around 70 percent of the children Reach Out and Read serves are from low-income families. The only national pediatric literacy model endorsed by the American Academy of Pediatrics, Reach Out and Read serves children in every state across the U.S., through 6,500 clinics and the expertise of 39,000 clinicians. Recent research in a [peer-reviewed study published in Academic Pediatrics](#) confirms the program’s effectiveness in increasing the frequency of parental reading, which builds early language and literacy skills and strengthens family relationships.