



*** FOR IMMEDIATE RELEASE ***

READING With Malcolm Rally at Charles City Elementary School

Williamsburg, Virginia (10/8/2025) – QuickStart Children of Virginia (QCV) is thrilled to report the entire student body at CCES (over 300 students) was treated to a very special event on Monday – a READING with Malcolm Rally that included a magic show and an in-person reading of his book, *The Magician's Hat*. Malcolm Mitchell, Founder of [Share the Magic Foundation](#) and former University of Georgia and New England Patriots football standout, is a passionate advocate for childhood literacy. Malcolm admitted that as a child he was afraid of books because he wasn't good at reading. When he got to college and found out he could read only at a junior-high level, he set out to change that, and he did. When his professional football career ended, he wanted to inspire kids to read, dream big and follow their dreams. He now does this himself through writing children's books, running reading challenges and marathons and holding rallies where he energizes and engages kids in a truly magical way. He's reached more than 2.4 million kids so far. He inspires kids to read!



Each child had their own copy of *The Magician's Hat* waiting in a chair for them

When Malcolm arrived, he was greeted by Dr. Katina Otey, School Superintendent, and cheering students lining the hallways as he made his way to the cafeteria stage.



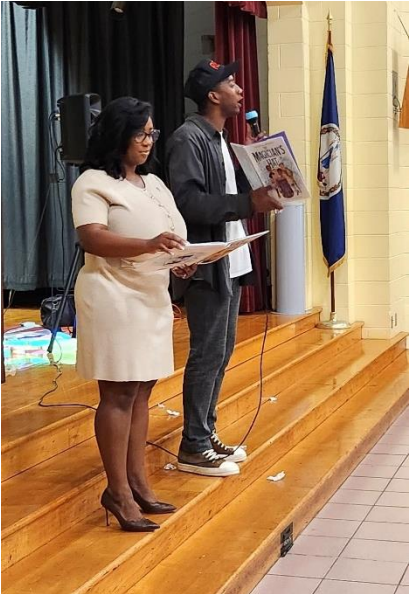
Malcolm and Dr. Otey



Preschoolers greeting Malcolm

QCV Founder Lynda Harrill says, “It was a spectacular event. Malcolm knows how to get kids fired up. The teachers and other adults were engaged too. The reading of *The Magician’s Hat* was particularly inspiring. Malcolm wrote that book when he was still in college. The story is pretty amazing and the artwork is lovely. Malcolm and Virginia State Senator Lashrecse Aird did a wonderful job of sharing the reading duties. The kids followed along page by page with their books. Malcolm quizzed the kids afterwards. Their retention and comprehension of what had been read was remarkable.

“Between Dolly Parton’s Imagination Library for kids 0 to 5 and heroes like Malcolm for elementary kids, have we found a magic model to solve our childhood literacy problems?”



Senator Aird and Malcolm



QCV Treasurer Roy Harrill, Principal Burwell and Malcolm

***Want to be a great adult?
Play tennis! Read books!
Eat healthy! Have FUN!!!
Be a QuickStart kid!***

QuickStart Tennis of Central Virginia, Inc. (aka QuickStart Children of Virginia) is an all-volunteer, grassroots Community Tennis Association established in 2009 as a 501(c)(3) charitable organization to promote, develop and grow QuickStart Tennis in Virginia for all beginners, especially underserved and at-risk youth, using the kid-sized QuickStart Tennis format. We leverage the fun of tennis to promote lifelong physical activity, healthy eating/lifestyle habits and a love of reading in the communities we serve. We believe early childhood literacy will solve many socioeconomic problems and produce kids who will succeed in school and in life.

Visit QCV at www.quickstartcentral.org and on [Facebook](https://www.facebook.com/quickstartcentral).

For additional information, contact quickstartcentral@comcast.net.



A racquet in every hand! A smile on every face!



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