

The World's First Literacy-Themed Gas Stations Launch a Summer Reading Adventure for Kids

CHICAGO, IL, UNITED STATES, June 9, 2025 /EINPresswire.com/ -- This summer, The Roux Gas Stations & Convenience Stores—the world's first-ever literacy-themed fueling stations—is igniting imaginations and fueling futures with the [Roopster Roux Sports Summer Reading Program!](#) From June 12 through August 31, 2025, kids in Grades 1 through 6 are invited to read, rate, and WIN in a reading challenge that's as action-packed as their favorite sports!



The Roux Logo

Whether it's slam dunks, touchdowns, home runs, or epic teamwork, young readers can dive into any sports-themed book and track their progress in the official Roopster Roux Summer Reading Journal. It's a summer of stories, stars, and surprises!

How to Join the Challenge:

1. Read 8 sports-related books between June 12 and August 31, 2025.
2. Record the title, author, a short summary, and your star rating. (☆☆1 = Dislike, ☆☆☆3 = Good, ☆☆☆5 = Excellent).
3. Get a parent or guardian's signature on your completed journal.
4. Bring it to a participating Roux location to claim your rewards!

All kids who complete the challenge will receive:

- A FREE Slushie.
- A Roopster Roux Collectible Wristband.
- Entry into a drawing to win one of three Tablet Computers.
- A one-time 10% Off Gas Discount Certificate for their parent or guardian.

Why It Matters:



The Roux gas stations celebrate learning in spaces where kids least expect it—and that's the magic. We believe every child deserves the chance to dream big, and it starts with reading."

Lavaille Lavette, Partner at The Roux, Writer, Producer, Director

"This program isn't just about reading—it's about confidence, creativity, and making the gas station a destination for discovery."

— Mohammed Abdallah, Partner at The Roux

"The Roux is proud to bring books, fun, and opportunity to every neighborhood we serve."

— Naser Odeh, Partner at The Roux

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— [Lavaille Lavette](#), Partner at The Roux, Producer, Author, and Educator

Key Dates:

- Program Launch: June 12, 2025
- Final Day to Submit Journal: August 31, 2025
- Prize Drawing Notification: September 29, 2025

Get Started:

Visit www.therouxstore.com or www.roopsterroux.com to:

- Explore suggested sports book titles.
- Find participating gas station locations.
- Learn more about Roopster Roux and our literacy mission.

MEDIA CONTACT:

Eva Pickens

The Roux Gas Stations & Convenience Stores

+1 713-470-7917

eva@therouxstore.com

Visit us on social media:

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