Books And Burritos: Chipotle's Reading Rewards Program Is Back

Chipotle now accepting applications for its Reading Rewards program, which fuels young readers' appetites for reading with free food made with real ingredients

DENVER , Jan. 5, 2018 /PRNEWSWIRE/ -- Chipotle Mexican Grill (NYSE: CMG) is now accepting applications for the 2018 installment of its Reading Rewards program. Chipotle Reading Rewards are bookmarks that include free kid's meal cards for younger readers, or buy-one-get-one free entrée cards for teen readers. Educators and librarians may apply for Reading Rewards on behalf of their school or library at chipotle.com/reading through Feb. 28 .

"At Chipotle we're not just passionate about feeding the communities we serve, but also feeding young minds," said Chris Arnold, communications director at Chipotle. "Through the Reading Rewards program, we can help fuel an enthusiasm for reading and are pleased to supply teachers and librarians with the resources needed to encourage that passion."

The Chipotle Reading Rewards programs offers incentives for teachers' and librarians' existing reading programs across the country, or provides schools and libraries with turnkey resources, developed by teachers, to start a new reading program.

Last year, Chipotle rewarded 2.2 million readers with Reading Rewards and partnered with more than 6,000 schools and libraries. In 2018, Chipotle plans to expand the program, donating three million Reading Rewards.

Applications are reviewed and granted the second week in March and Reading Rewards are distributed by the end of March. Educators have the freedom to use these rewards as they see fit to promote literacy at their school or library.

To apply for the Chipotle Reading Rewards program, teachers and librarians can visit chipotle.com/reading. Each school or library may only apply for Chipotle Reading Rewards once per calendar year. Applicants should be prepared to use a valid school or library email address and request the cards to ship directly to the school or library district.

ABOUT CHIPOTLE
Steve Ells, Founder, Chairman and CEO, started Chipotle with the idea that food served fast did not have to be a typical fast food experience. Today, Chipotle continues to offer a focused menu of burritos, tacos, burrito bowls, and salads made from fresh, high-quality raw ingredients, prepared using classic cooking methods and served in an interactive style allowing people to get exactly what they want. Chipotle seeks out extraordinary ingredients that are not only fresh, but that are raised responsibly, with respect for the animals, land, and people who produce them. Chipotle prepares its food using real, whole ingredients, and is the only national restaurant brand that prepares its food using no added colors, flavors or other industrial additives typically found in fast food. Chipotle opened with a single restaurant in Denver in 1993 and now operates more than 2,350 restaurants. For more information, visit chipotle.com.

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