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RICHARD PIPES/JOURNAL

Jeremiah Aguirre, a student at Cesar Chavez Elementary School and one of the big winners in the student-led Hooked On Books campaign, shows off the bicycle he chose as his prize Monday afternoon as Mayna Dineen of the Alliance for Literacy speaks. Students around Santa Fe who came up with the best ideas for getting classmates "hooked" on reading got prizes and kudos. The next contest asks kids to come up with a new cover for a book they like. Check out m.allianceforliteracy.org or find more info on Facebook under Hooked on Books ~ Reel Kids Into Reading.