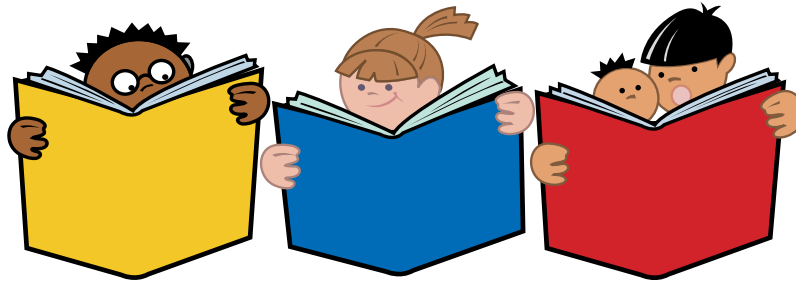


# Books For Kids

Over 1.9 million books and 16 years of service.



## 2011 Fact Sheet

### Mission:

To collect quality new children's books and distribute them to Western New York children in need – those who will benefit most from discovering the love of reading. A child who develops the love of books and reading gains a major foundation for success.

### 2011 Campaign Goals:

The 2011 NEWS BOOKS FOR KIDS campaign seeks to collect 100,000 new books between April 1-30.

### History:

NEWS BOOKS FOR KIDS has distributed over 1.9 million books to children in need since it was established in 1995. In 2010 alone, 111,894 books were distributed.

### Book Donations:

Individuals, companies, groups, and organizations may donate new books or money to support the purchase of books. Books should be suitable for use by infants and children up to 14 years of age. Donated books can be taken to any Wegmans store, Buffalo and Erie County Public Library, Barnes & Noble and the Junior League Headquarters at 45 Elmwood Ave. Borders in Orchard Park and Cheektowaga will collect books purchased in their store.

### Financial Donations:

Financial contributions are used to buy new books, including Braille, multicultural and large-print books for children with special needs. The program's administrative costs are covered by The Buffalo News and Project Flight, assuring donors that every dollar donated is put toward buying books and supplies. Our goal this year is \$20,000. **Send a check to: Books for Kids, The Buffalo News, One News Plaza PO Box 100, Buffalo, NY 14240 or donate online at [www.Buffalo.com/booksforkids](http://www.Buffalo.com/booksforkids).**

### Distribution:

The books are distributed through recognized community groups with priority given to groups that sponsor programs that promote reading and family literacy. Last year NEWS BOOKS FOR KIDS volunteers distributed books to 152 organizations. All of the new books go to individual children.

### Sponsors:

NEWS BOOKS FOR KIDS is sponsored by The Buffalo News, Project Flight, Wegmans, WGRZ-Channel 2, Buffalo State College, the Buffalo and Erie County Public Libraries, and the Junior League of Buffalo.

THE BUFFALO NEWS



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