

THE BUFFALO NEWS

Margaret M. Sullivan
Editor and Vice President

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Dear Child Advocate,

This year marks the 17th year for the News Books for Kids drive – a drive with one simple goal – to put books into the hands of disadvantaged children.

Most of us learn the joy of reading as children. If we are lucky, we grow up having many favorite books. There's usually a special one we read with a parent or loved one. Unfortunately, many children don't experience the security of falling asleep to the soothing words of a favorite story coming to an end. Many never have a book they can call their own.

During this year's drive, which will be held during the month of April, we are hopeful that many in our community will donate new books.

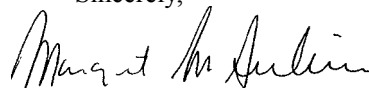
This year, our goal is 100,000 new books and \$20,000 cash. With the community spirit always present in WNY, we know that this can be achieved. Due to the combined efforts of The Buffalo News and Project Flight in partnership with Wegmans, Channel 2, National Fuel, the Buffalo and Erie County Public Library and the Junior League of Buffalo, we have been able to not only meet, but exceed our goal each year. Last year alone, 111,894 books were distributed to children in our community, both individually and through community agency lending libraries. And more than \$15,450 was collected to purchase braille, large print and special needs books. In 16 years, "News Books for Kids" has placed more than 1.9 million new books into the hands of children in need.

As the leader of an organization that helps young people, you can boost this project by signing on to distribute books to children. Each book will have a bookstamp with a place for you to write the name of the child receiving it. This little act makes it their own to treasure.

So we can plan for this distribution, we need to know what types of books you can use and the number. You can provide the information by filling out the enclosed application and returning it to Project Flight by April 15. Prompt return of the survey will help us launch another successful drive.

On behalf of the project sponsors, I thank you for your interest. I'm sure you share our belief that the love of reading will inspire every child to achieve a successful future.

Sincerely,



Margaret M. Sullivan
Editor & Vice President
The Buffalo News