

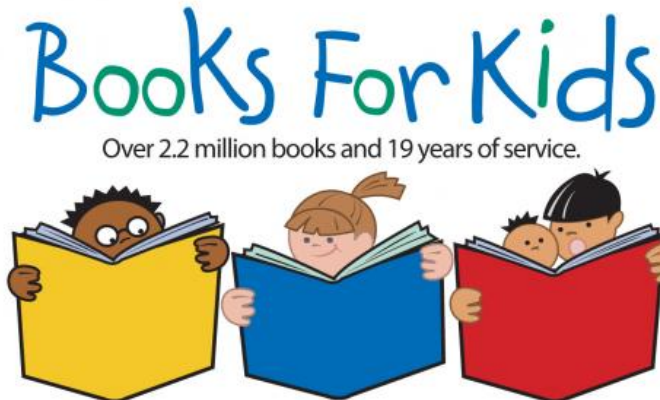


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Books for Kids 2014 Campaign Kick0off



BOOKS FOR KIDS 2014 CAMPAIGN KICK-OFF

Community Encouraged to Donate New Children's Books

DATE: FEBRAURY 25, 2014

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Books for Kids – Celebrating Its Twentieth Year with Over 2.2 Million Books Distributed

The **BOOKS FOR KIDS** campaign will kick off this year with a media announcement on Tuesday, February 25, 10:00 a.m. at the Olmsted Center for Sight's Early Education Program (OCS EEP), a long-time beneficiary of **BOOKS FOR KIDS**. The OCS EEP is located at 700 Sweet Home Road in Amherst. The event will highlight the importance of donating books so all children can enjoy the gift of reading. Michael Connelly, editor of The Buffalo News and Mary Jean Jakubowski, director of the Buffalo & Erie County Public Library System, will speak and the OCS EEP students will enjoy an interactive reading from one of the books donated last year. The drive this year runs from March 1-31.

2014 marks the twentieth year of this very successful community drive which was founded by local educators, Dr. Geraldine Bard and Dr. Elizabeth Cappella. In 2013, **BOOKS FOR KIDS** distributed 90,608 books to individual children, schools and organizations.

Since 1995, a total of more than 2.2 million books have been distributed through **BOOKS FOR KIDS**. As in every previous year of the **BOOKS FOR KIDS** campaign dozens of organizations and individuals will contribute hundreds of hours of volunteer time to gather, box, transport, load, unload, sort, label and distribute these books to children in need of Western New York. The children receiving these books might not otherwise have the chance to possess a book of their own. Many of these children are in home circumstances where books are far down on the list of priorities. **BOOKS FOR KIDS** believes that developing a love of reading in a child can go a long way toward helping that child build a lifetime love of learning and establish one of the building blocks to a successful life.

BOOKS FOR KIDS also hopes to raise \$15,000 in cash donations during the 2014 campaign. Money donations are used to purchase books for those children with special needs. These materials include Bilingual, Braille, , multi-cultural and specialty books for children with a variety of needs. Checks can be made payable to Books for Kids/Project Flight and mailed to Books for Kids c/o The Buffalo News, One News Plaza, PO Box 100, Buffalo NY 14240 or online through the website www.buffalonews.com/booksforkids.

Started as a cooperative effort by The Buffalo News, Project Flight and Buffalo State College, the campaign has grown to include WGRZ Channel 2, Wegmans, and all 37 Buffalo & Erie County Public Libraries.

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