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Thu, 02/26/2015 - 5:07pm — testaj

## Books for Kids 2015 Campaign Kick Off

# Books For Kids

Over 2.2 million books and 19 years of service.



MEDIA ALERT – CAMERAS INVITED

## RE: BOOKS FOR KIDS 2015 CAMPAIGN KICK-OFF

*Community Encouraged to Donate New Children's Books*

DATE: FEBRAURY 27, 2015

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**Books for Kids – Celebrating Its Twenty-First Year with Over 2.3 Million Books Distributed**

The **BOOKS FOR KIDS** campaign will kick off this year with a media announcement on February 27, 10:00 am at the Buffalo Hearing and Speech Center, a beneficiary of **BOOKS FOR KIDS**. The Buffalo Hearing and Speech Center is located at 50 E. North Street, Buffalo, NY 14203. The event will highlight the importance of donating books so all children can enjoy the gift of reading. The drive this year runs from March 1-31. Event speakers will be:

- Mike Connelly of The Buffalo News
- Mary Jean Jukubowski of The Buffalo & Erie County Public Library
- Dr. Geri Bard & Dr. Betty Capella of Project Flight
- Michele Mehaffy of Wegmans
- WGRZ
- Joe Cozzo of Buffalo Hearing & Speech Center

2015 marks the twenty-first year of this very successful community drive which was founded by local educators, Dr. Geraldine Bard and Dr. Elizabeth Cappella. In 2014, **BOOKS FOR KIDS** distributed 82,226 books to individual children.

Since 1995, a total of more than 2.3 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 \$20,000 in cash donations during the 2015 campaign. Money donations are used to purchase special needs books for very special children. These materials include Bilingual books, Braille books, multi-cultural books and specialty books for children with different handicaps. 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](http://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 Channel 2, Wegmans, the Buffalo and Erie County Public Libraries.

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