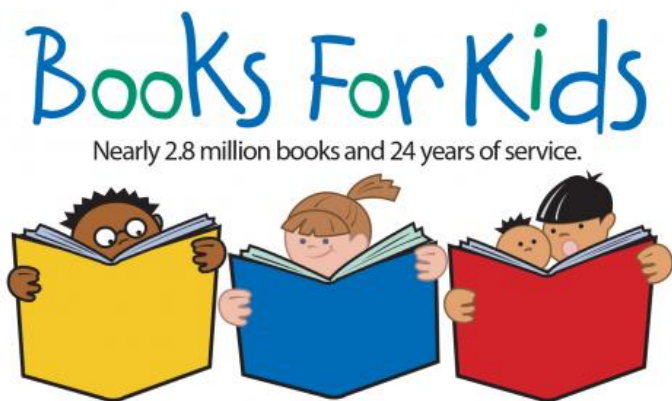


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[Home](#) > Books for Kids 2019 Community Donation Drive Launch

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## Books for Kids 2019 Community Donation Drive Launch



**Books for Kids**, the annual community giving campaign designed to provide every child with a new book of their own, launched earlier today at the Buffalo Hearing & Speech Center - a beneficiary organization of some of the donated books. The ceremony highlighted the fact that 2.8 million new books have been distributed to children in need since **Books for Kids** started back in 1995 as a partnership between The Buffalo News, Project Flight and Buffalo State College. It has now successfully grown to include support from the Buffalo & Erie County Public Library System, WGRZ-Channel 2, Wegmans and Townsquare Media radio stations including WBLK, WYRK and The Breeze.

This year the community donation drive runs through April 30, 2019.

"The City of Buffalo ranks fourth in the nation in children living in poverty. In order to break families out of the cycle of under-education and illiteracy, issues which plague the impoverished, we ask that you donate to the **Books for Kids** drive, because '...the legacy of literacy is democracy and freedom'..." said Dr. Elizabeth Cappella, co-founder of Project Flight.

"For more than a quarter of a century, Books for Kids has ensured every child has a book of his or her own. A love of reading is one of the keys to a great future. The Buffalo News is thrilled to help make that happen," said Mike Connelly, editor of The Buffalo News.

"Providing a good book to a child is a simple, effective, and inexpensive way to promote language and literacy growth. **Books for Kids** has helped put a book in the hands of millions of children in need, and Wegmans is proud to help support this program that makes it easy for our shoppers to give," said Michele Mehaffy, Buffalo consumer affairs manager for Wegmans Food Markets.

"**Books for Kids** is one of our favorite initiatives because it is so fundamental to success, is optimistic about the future and opens up so many possibilities for everyone that it benefits," said Jim Toellner, president and general manager, WGRZ-Channel 2.

"It is uplifting to see the community come together to fight illiteracy by donating a new book/books which will go to a needy local child, classroom or daycare. Studies have shown that children who have a book of their own can build their literacy skills for a lifetime. We are proud to be a major partner in the **Books for Kids** campaign," said Library Director Mary Jean Jakubowski.

A community book drive takes place on Friday, April 12 at Wegmans, 5275 Sheridan Drive, Williamsville, beginning at 6:00 a.m. with live broadcast remotes on WGRZ-Channel 2's Daybreak program and from Townsquare radio stations. From 8:00 a.m. – 1:00 p.m., the *Library on Wheels* bookmobile will be stationed in the Wegmans parking lot and open for browsing and borrowing. A children's storytelling program is scheduled inside the Wegmans store at 10:30 a.m. One can bring a new book(s) to donate or can purchase a children's book at Wegmans for the *Books for Kids* drive.

### **Other community donation locations accepting books throughout the month of April:**

All Wegmans stores in Erie & Niagara counties

All 37 Buffalo & Erie County Public Libraries and the Bookmobile

The Buffalo News, corner of Washington and Scott Streets, downtown Buffalo

WBLK Radio, 14 Lafayette Square, Rand Building Suite 1200, Buffalo

All Dipson Theaters

All Mattress Firm locations

All Raymour & Flanigan locations

Tom's Restaurant, 3221 Sheridan Drive, Amherst

Monetary donations to purchase new books for children with special needs are also welcome and will be used to buy Braille, large-print and other specialized books. Make checks payable to: Books for Kids / Project Flight

Mail to: Project Flight Books for Kids c/o Donations

7954 Transit Road

PMB 205

Buffalo, New York 14221

For more information visit: <https://buffalonews.com/corporate/community/causes/books-kids/>

or call 716-858-8608.

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