



BOOK DRIVE

Encourage year-long academic achievement and foster lifetime readers by hosting a “new” book drive

The Mayor’s Summer Reading Challenge presented by Epsilon encourages children of all ages to read daily during the summer months by offering incentive prizes and new books for reaching reading goals. Part of the mission of the program is to increase literacy and help prevent summer learning loss by helping families grow home libraries.

THERE ARE TWO WAYS TO HOST A BOOK DRIVE:



Host a physical “new” book drive at your office:

- Promote the book drive using the tool kit provided by MSRC which includes template promotional emails, flyers and posters that can be personalized for the organization
- A book list with recommended titles for all age groups will be provided
- Organizations hosting a physical book drive have the opportunity to place branded book plates in collected books
- Books collected can either be picked up by the Library or dropped off at the Central Library in downtown Dallas



Host an online book drive through First Book Fundly Campaign:

- Electronic flyer with link to MSRC First Book Fundly Campaign will be provided to promote the book drive to your employees/members through email
- Donations will go into a book bank account and allow the Dallas Public Library to select books for the program



To sign up to host a book drive, please contact **Jenny Brumfield** by **June 15, 2018** with **The Reeds PRC** by phone at **214-871-0783** or by email at **jbrumfield@thereedsprc.com**.

Organizations will be recognized in various ways.

For children in poverty, one of the biggest obstacles to literacy development is the scarcity of books in the home. The Mayor’s Summer Reading Challenge helps address this book gap by giving children who participate in the challenge new books to help build their inhome libraries.