

Press Release

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book harvest

ABC11 Together and Book Harvest to hold a "Spring Into Reading" book give-away for Burton Magnet Elementary Students

Durham - ABC11 Together and Book Harvest, an organization dedicated to providing books to kids in need throughout the Triangle, have created a special *Spring Into Reading* book giveaway for young readers at Burton Magnet Elementary School in Durham. On March 27th from 9:45am – 3:30pm every child at the school will be given an opportunity to select two new books to help build their home libraries as they prepare for the spring break from school. "Burton rams love to read! Our students are excited to have a chance to choose their own books. We are always looking for opportunities to put more books in the hands of our students." said Rebekah Haithcock, Media Coordinator at Burton.

Book Harvest was awarded \$5,000 from ABC11's parent company, Disney, and their Magic of Storytelling literacy campaign which celebrates the power of storytelling. Since 2013, this initiative has provided more than 50 million brand new books for children in need in communities across the country. "We are thrilled to have this opportunity to work with Book Harvest and the students at Burton Elementary," said ABC11 President Caroline Welch. "And we thank our corporate parent, Disney, for helping us to make this happen. There is just no substitute for books when trying to open the eyes of a child to the world of possibility."

Burton is a world language magnet school so students will be able to select new books that are in English and Spanish. ABC11 Multi-Media Reporter Stephanie Lopez will join the students as guest reader for the afternoon. "Spring into Reading will send every Burton student home with books that they have chosen and are excited about, to fortify their imaginations for the homestretch of the school year. This amazing opportunity to equip these students to finish the year strong will continue to have an impact all summer long, even helping them return to school next fall ready to learn", said Ginger Young, Executive Director of Book Harvest. "We are deeply grateful for our partnership with ABC 11 and Disney that makes this bountiful sharing of books possible for hundreds of local readers", she further stated.

The Magic of Storytelling campaign continues until March 31. For more information, go to abc11.com/together and click on the Share the Magic of Books image.

About ABC11 Eyewitness News:

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