



book harvest

For immediate release
January 5, 2017



Contact: Ginger Young, Executive Director
(919) 428-0511 / ginger@bookharvestnc.org

BOOK HARVEST ORGANIZES SIXTH ANNUAL DREAM BIG BOOK DRIVE AT DURHAM CENTRAL PARK ON MLK DAY

Book Harvest, a Durham-based nonprofit which provides books to Triangle children and families who need them, will host the **Dream Big Book Drive** at Durham Central Park, 501 Foster Street, on the afternoon of MLK Day, Monday, January 16, 2017. Community members are invited to bring their donations of new and gently used children's books to Durham Central Park between 1:00 and 4:00 pm. that day, and to celebrate Dr. King's birthday by joining in service with Book Harvest's volunteers and more than three dozen members of the North Carolina Literacy Corps.

Master of Ceremonies Tisha Powell of WTVD/ABC-11 will kick off the festivities at 1:00 p.m., after an energetic warm-up performance by the Bouncing Bulldogs at 12:45. The event will also feature special guest mascots Wool E. Bull, Read-a-Roo, and Ranger Baldy; musical performances by Matt Phillips and Tiny House; Captain Cookie and the Milk Man food truck and Larry's Coffee; the Scrap Exchange; and a photo booth. More than 240 Book Harvest volunteers will staff the event, running a giant book sort with the children's books that are donated that day.

"Book Harvest places an average of 3,200 books into the hands and homes of local young readers *every week*," said Book Harvest's founder and executive director Ginger Young. "Over the past six years, more than 530,000 Book Harvest books have found their way into the homes of local children. Dream Big is vital to our ability to help our community's children grow up in book-rich homes; every book that is donated will help meet the need. This magical event gives us all an opportunity to honor Dr. King's legacy and to serve by sharing the joy of owning books."

Book Harvest encourages community members to run book drives of their own in advance of Dream Big. Already, more than three dozen schools, neighborhoods, workplaces, places of worship, book clubs, and civic groups have signed up to run book drives, culminating with the delivery of their donated books to Durham Central Park during the Dream Big celebration. NC Literacy Corps volunteers will be stationed at the curb to receive donations for those who cannot stay for the festivities.

A **book drive toolkit** of collection bin signs, posters, and template language for emails and listservs is available on the Book Harvest website, www.bookharvestnc.org. Groups planning to run book drives are encouraged to sign up at bookharvestnc.org/support/run-a-book-drive/. All who sign up will be listed at www.bookharvestnc.org/news-events/dream-big-book-drive-2017/.

About Book Harvest: A nonprofit organization, **Book Harvest** provides books to Triangle children and families who need them. Growing up in homes that are rich with books helps children start kindergarten ready to learn, combat summer learning loss once they are in school, and fall in love with reading. The organization believes in the power of books to transform children's lives. Since 2011, children have harvested more than 530,000 books to take home and keep for their very own, forever.

###