



book harvest

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Book Harvest Kicks Off Sponsorship Season for Dream Big Book Drive on MLK Day 2018

DURHAM, NC – Local nonprofit organization [Book Harvest](http://www.bookharvestnc.org) is gearing up for its biggest event of the year: the Dream Big Book Drive on MLK Day 2018. Sponsorship season for this community-wide celebration on January 15, 2018 officially kicks off today, and offers local businesses the opportunity to share with Book Harvest and people throughout the Triangle a public commitment to make sure all children are growing up with access to all the books and literacy supports they need to thrive.

“Every year, Book Harvest embraces Dr. King’s birthday as a time to celebrate the vast untapped potential in every child and to bring our community together to collect books that may be shared freely with young readers,” explains Book Harvest’s founder and executive director, Ginger Young.

The Dream Big Book Drive, held on the afternoon of MLK Day each year at Durham Central Park, is a community-wide celebration of diversity, literacy, and books for all children, combining a giant book drive, community service event, and spirited festival all in one. Live music, food trucks, literature-related mascots, children’s activities, and other fun-filled activities bring hundreds of families to this event, so that it is transformed into “a day on, not a day off.” This year’s sixth anniversary event will bring out over 400 volunteers who will help count, sort, sticker, and box the tens of thousands of books donated by so many generous people from all corners of our community.

Dream Big 2017 sponsors Brier Creek/North Durham Orthodontics and Employee Benefit Systems have joined new newcomers Millennium Sports Club and Kennon Craver, PLLC as early sponsors of this year’s event. “Joining Book Harvest’s Dream Big Book Drive as a sponsor is a joy and a privilege,” said Katelyn Paul of Johnson Lexus, one of last year’s presenting sponsors for the event. “Whatever we can do to ensure that every child in our community grows up with books is one way we know we are making a real difference for our kids. And what a sensational event: the families, the music, the special guests, and all those BOOKS!”

All the books and sponsorship funds collected at the Dream Big Book Drive will support children who live in our community from birth through high school by providing books and literacy supports. Book Harvest’s four core programs work year-round in schools and community centers, at kitchen tables and in doctors’ offices, to ensure that every child has the resources needed to reach their full potential. To learn more about becoming a sponsor for Dream Big 2018, visit www.bookharvestnc.org/support/dream-big-sponsors. To learn more about Book Harvest, visit www.bookharvestnc.org.

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