



book harvest

For immediate release
January 9, 2018



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**BOOK HARVEST INVITES ALL TO JOIN SEVENTH ANNUAL
DREAM BIG BOOK DRIVE AT DURHAM CENTRAL PARK ON MLK DAY**

Durham, NC -- Book Harvest, a Durham-based organization that engages books as a vital tool to help ALL children succeed in school and in life, will host the **Dream Big Book Drive** at Durham Central Park, 501 Foster Street, on the afternoon of MLK Day, Monday, January 15, 2018. Everyone is invited to bring donations of new and gently used children's books to Durham Central Park between 1:00 and 4:00 p.m. that day, and to celebrate Dr. King's birthday by joining in service with hundreds of Book Harvest volunteers and with the North Carolina LiteracyCorps.

Master of Ceremonies **Tisha Powell** of ABC-11 WTVD will kick off the festivities at 1:00 p.m., after a warm-up performance by the **Bouncing Bulldogs** at 12:45. The event will also feature special guest mascots **Wool E. Bull**, **Read-a-Roo**, **Clifford the Big Red Dog**, and others; musical performances by **Batala Durham**, **North Carolina Central University Vocal Jazz Ensemble**, and **Tiny House**; food vendors **Mr. A's Beignets**, **Dang Good Dogs**, and **Mad Popper**; a **Scrap Exchange** creation station and face painting courtesy of **Lakewood Elementary PTA**; and a red carpet photo booth. More than 300 Book Harvest volunteers will staff the event, running a giant book sort with the children's books that are donated that day.

"Dream Big is a sensational opportunity to celebrate Dr. King with a day on, not a day off – and to make a real difference in the lives of our community's kids," said Book Harvest's founder and executive director Ginger Young. "Book Harvest places more than 3,000 books into the hands and homes of local young readers every week, all year long. The books that are donated at Dream Big are vital to our ability to help our community's children grow up in book-rich homes. We hope everyone will join us for this magical celebration and afternoon of service!"

Book Harvest encourages community members to run book drives of their own in advance of Dream Big. Already, more than 60 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 LiteracyCorps 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 as book drive captains will be listed at www.bookharvestnc.org/dream-big.

Book Harvest's 2018 Dream Big Presenting Sponsors are **Duke University Libraries** and **Scholastic**. More than 60 additional sponsors have signed on in support of the organization's big dream of books in the home of every child.

About Book Harvest:

Book Harvest provides books and literacy support to children and families in central North Carolina, helping foster lifelong literacy and academic success. 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 780,000 books to take home and keep for their very own. Learn more at <http://www.bookharvestnc.org>

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