



FOR IMMEDIATE RELEASE

10 Books A Home, Books Inc. Partnership Brings Books to Kids in Need

East Palo Alto Based Nonprofit Works with Local Book Store to Make Book Donations Simple and Easy

Palo Alto, CA - July 19, 2012- 10 Books A Home (10BH), a nonprofit that prepares low-income preschoolers for kindergarten, announced the final stretch of their book drive partnership with Books Inc., located in Palo Alto. This successful book drive has gathered 25 children's word books since May. This partnership book drive will continue accepting donations until September 1st 2012.

Donated books are used to introduce new words and ideas to children. 10BH volunteers and parents are taught how to use the books to engage children in fun ways that focus on talking and thinking. By exposing children to new words and ideas and engaging them in conversations, children develop bigger vocabularies and stronger communications skills, both of which are very important precursors to academic achievement.

According to 10BH's CEO, Paul Thiebaut III, "10BH doesn't just give books to children. The volunteer role models they look up to and cherish do. And, our role models read and talk about those books with children every week. This affects how children treat books."

One parent reports, "My son is more motivated. He gets his books and tells me what color things are and what they are. I see that he has his own ideas."

Donating a book through the Books Inc. location in Palo Alto's Town & Country Village can be done in two easy steps. First, pick out a book from the 10BH display, which holds *Richard Scarry's Best Word Book Ever*, the book that is used to introduce new words and ideas to children during every home visit. Second, buy the book on behalf of 10 Books A Home, and the book will be automatically donated.

Book donations have a direct impact on children's skills and enthusiasm about learning and reading.

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About 10 Books A Home:

10 Books A Home is a 501(c)(3) nonprofit organization that prepares low-income preschoolers for kindergarten success and beyond. The nonprofit works in the homes of struggling families on a weekly basis for two years, inspiring children to learn, introducing them to literacy skills, and teaching parents how to prepare their children for kindergarten. For more information, visit www.10booksahome.org.

About Books Inc.:

Books Inc. is a locally owned and operated independent California bookseller. The original Books Inc opened its doors in the Gold Rush days of 1851 and has now expanded to 10 locations across California. The external focus of Books Inc. is now and always has been customer service. The internal objective is to train the next generation of booksellers. Today, with 12 stores and around 200 employees, Books Inc. serves as a shining example that independent bookselling can survive and prosper, even if we must dance among the elephants.

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