



Indigo Love of Reading Foundation Commits \$1,000,000 in Funding for Books and Educational Resources to Support Canadian Families in High-Needs Communities During the COVID-19 Pandemic

Toronto, ON (April 15, 2020) – Today the [Indigo Love of Reading Foundation](#) committed \$1 million in books and educational resources to support Canadian children in high-needs communities during the COVID-19 pandemic.

The new *Indigo Love of Reading Community Response Fund* is part of the Foundation's continued efforts to support literacy in high-needs communities across Canada.

"Books are critical to education and as a vehicle to 'travel' to new places and 'meet' new people. This is important always and especially at this moment," said Heather Reisman, Chair of the *Indigo Love of Reading Foundation*. "I want to thank our customers for the special role they play in helping to support our Foundation. I also want to thank our employees whose commitment every day plays an equally important role."

The Indigo Love of Reading Foundation has partnered with three outstanding national Canadian organizations to help distribute books to families in need across the country: [Jays Care Foundation](#), [Martin Family Initiative](#), and [Boys and Girls Clubs of Canada](#). Local non-profit organizations that currently serve children and their families in high-needs communities can also apply for grants. Applications are open now and organizations are encouraged to apply at loveofreading.org.

"Jays Care is incredibly grateful for the support of our partners at the *Indigo Love of Reading Foundation*," said Robert Witchel, Executive Director of Jays Care Foundation. "Now, more than ever, we are thankful to have a teammate like the *Indigo Love of Reading Foundation* to break down educational barriers for kids who need it most. Their generous donation will further literacy opportunities for thousands of kids in Jays Care programs across Canada."

The *Indigo Love of Reading Community Response Fund* is an addition to the Foundation's signature programs, the *Literacy Fund Grant* and *Adopt a School* program, which enable high-needs elementary schools to enrich their school libraries with educational resources and improve access to books for their students.

Since its inception in 2004, the *Indigo Love of Reading Foundation* has provided \$31 million dollars in funding, supporting over 3,000 high-needs schools and reaching 1 million students.

For more information on Indigo please visit indigo.ca. To apply for funding through the *Indigo Love of Reading Community Response Fund*, please visit loveofreading.org.



About the Indigo Love of Reading Foundation

Indigo Books & Music Inc. founded the Indigo Love of Reading Foundation in 2004 to address the underfunding of public elementary school libraries. To date, the Foundation has committed \$31 million to more than 3,000 high-needs schools across Canada, impacting over 1,000,000 children. To learn more about the Foundation, visit loveofreading.org.

-30-

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