

FOR IMMEDIATE RELEASE

**Indigo Love of Reading Foundation Tops \$9 Million in Support of Children's Literacy
-New Grants Provide Another \$1.5 Million to 20 Elementary Schools Across Canada-**

Toronto, ON - May 27, 2010 - The Indigo Love of Reading Foundation announced today \$1.5 million in grants to 20 high-needs elementary schools across the country. This brings to 90 the number of schools now supported by the Indigo Love of Reading Foundation. In addition, today's \$1.5 million allocation brings to \$9 million the amount which Indigo Love of Reading has contributed to Canadian schools in need.

"Every time we hear a school principal react to the news of getting a grant," said Heather Reisman, Chair of the Indigo Love of Reading Foundation, "We are moved almost to tears. Teachers and principals across this country are often working with libraries that are close to empty or where most of the books are 15, 20 and 25 years old. Teachers and principals are the unsung heroes in our schools... particularly our high-needs schools."

Based on the student population, each new Love of Reading school will receive between \$40,000 and \$175,000 over three years to help support literacy programs, purchase new books and dramatically improve literacy rates.

Government funding for books and library resources in many Canadian public schools across the country has dropped to unacceptable levels over the last thirty years, with many schools now managing annual school library budgets as low as \$850. This means less than one-third of a book per child a year. Until governments restore appropriate library funding for books, the Indigo Love of Reading Foundation will continue to donate funds to put books into the hands of children.

Said Reisman, "We believe, as do experts, that early literacy is a critical indicator of future success for our children. The Indigo Love of Reading Foundation's annual grant program continues to make a difference within schools across Canada to increase literacy scores. It is critical that we as citizens encourage governments to restore an appropriate level of funding for children's literacy. It is the key to the future strength of this country."

Currently in its sixth year of grant allocations, the Indigo Love of Reading Foundation has committed \$9 million to date to 90 elementary schools from coast to coast, helping principals and teachers inspire a lifelong love of reading with their students.

2010 Indigo Love of Reading Foundation Grants by the Numbers

- \$1.5 million in grants awarded to schools in 2010
- 20 additional elementary schools join the Love of Reading Foundation grant program in 2010
- \$40,000 to \$175,000 allotted to each new recipient school in 2010
- \$9 million in grants awarded to recipient schools since 2004
- 4,241 students impacted by the Love of Reading Foundation grants in 2010

2010 Indigo Love of Reading Foundation Grant Recipients

This year, 20 new schools across the country will receive funding for literacy programs from the Indigo Love of Reading Foundation. These schools clearly demonstrated a passion and commitment to literacy as an important part of their curriculum, as well as a clear need to update their libraries to help them achieve their literacy goals.

British Columbia:

KB Woodward Elementary School, Surrey
Kinnikinnick Elementary, Sechelt
Tillicum Community Annex, Vancouver

Quebec:

Maniwaki Woodland School, Maniwaki

Alberta:

Brightview Elementary School, Edmonton
Inglewood, Edmonton
Keeler Elementary School, Calgary

Saskatchewan:

St. Augustine Community School, Regina
Westview Community School, Prince Albert

Manitoba:

Dawson Trail School, Lorette
Lavallee School, Winnipeg
Oak Lake Community School, Oak Lake

Ontario:

Houghton Public School, Langton
Kent Public School, Campbellford
St. David Catholic Elementary, Sudbury

New Brunswick:

Upper Miramichi Elementary School, Boiestown

Newfoundland:

Bishop Feild School, Saint John's

Nova Scotia:

John Martin Junior High School, Dartmouth
Windsor Forks District School, Curry's Corner

Northwest Territories:

Mildred Hall Elementary School, Yellowknife

To be considered for an Indigo Love of Reading Foundation grant, elementary schools must demonstrate that they are a high-needs institution and show a commitment to an environment where literacy is a main focus. Schools can apply for grants from the Indigo Love of Reading Foundation by downloading an application at loveofreading.org. A new application will be available for download in the Fall of 2010.

Celebrating Literacy Successes

The students of Fenelon Falls School, a 2008 Indigo Love of Reading Grant recipient school located in Fenelon Falls, Ontario, witnessed firsthand the life changing effect a rejuvenated library can have. The positive influence of the Love of Reading grant was so powerful that school officials have decided to "pay it forward," inviting a neighbouring high-needs school to share in part of their grant money to purchase new books for their library as well.

The good news doesn't end there. Over the past six years, the Foundation has contributed to increasing literacy scores in its recipient schools across Canada by providing teachers with the resources they need to deliver an improved quality of education making reading more accessible to students.

In the case of 2008 grant recipient North Memorial School in Portage la Prairie, Alberta, the school was able to not only replace all the pre-1980 books in their library but also expand their offering to include more sustainable books and even add kid-friendly shelving.

"This grant has been sensational! What a great opportunity to be able to order our books," says Pat Coulter, Librarian at David Hoy Elementary School (2007 Grant Recipient). "Our library collection has been improved immensely. The interest of students reading has increased. It's exhilarating to see the students and teachers and their excitement about the new books."

About the Love of Reading Foundation and Indigo Books & Music Inc.

Indigo Books & Music Inc. founded the Indigo Love of Reading Foundation in 2004 to address the underfunding of public schools, their libraries and the resulting literacy crisis. Every year the Indigo Love of Reading Foundation commits \$1.5 million to high-needs elementary schools so they can rebuild their libraries with the purchase of new books and education resources. To date the Indigo Love of Reading Foundation has committed more than \$9 million to 90 schools nationally.

Indigo is a publicly traded Canadian company listed on the Toronto Stock Exchange (IDG). As the largest book and specialty retailer in Canada, Indigo operates in all provinces under different banners including Indigo Books & Music; Indigo Books, Gifts, Kids; IndigoSpirit, Chapters, The World's Biggest Bookstore, and Coles. The online division, www.chapters.indigo.ca, features books, eBooks, toys, music and DVDs, and hosts the award winning Indigo Online Community. Chapters and Indigo are rated as the number one and number two retailers in Canada by the Kubas Major Market Retail Report, and have been on that list since 2000.

If you are interested in coordinating an interview with an Indigo Love of Reading Foundation representative or a principal from one of the schools selected to receive a grant, please contact:

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