



love of reading foundation

## INDIGO'S ANNUAL ADOPT A SCHOOL PROGRAM BREAKS RECORDS, RAISING 61,000 BOOKS FOR 214 ELEMENTARY SCHOOL LIBRARIES ACROSS CANADA

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*Winners of the Adopt & Don't Stop 10<sup>th</sup> LOR Anniversary \$10,000 Giveaway Announced*

**October 9, 2014 (Toronto, ON)** – The Indigo Love of Reading Foundation is pleased to announce the Adopt a School fundraising results for 2014, running Sept. 14 to Oct. 4. Indigo, Chapters and Coles stores across Canada “adopted” public elementary schools in their communities, from B.C. to Newfoundland to Yukon, the generous donations of customers and employees helped to rejuvenate school libraries with funds raised by in-store activities and donations at [adoptaschool.indigo.ca](http://adoptaschool.indigo.ca). This year, donations grew by 31% and the program saw an increase of 230% in online donations and 557% more users across the country.

“We’re 10 years into putting the library back at the heart of the school and the overwhelming support that this year’s Adopt a School program received shows that the need for new books is still very real,” says Jennifer Jones, Vice President, Indigo Love of Reading Foundation. “Thank you to all Canadians who rallied to put a new book in the hands of a child so they can find their life-long love of reading and learning.”

This year also marks the Indigo Love of Reading Foundation’s 10<sup>th</sup> Anniversary; in celebration of the anniversary, schools in each province were invited to challenge their communities and champions to participate in the *Adopt & Don't Stop 10<sup>th</sup> Anniversary \$10K Giveaway*. The Indigo Love of Reading Foundation is thrilled to announce the 10 schools across Canada, one school from each province, who won the \$10,000 prizes. These schools received the most adopts in their province by galvanizing support to raise the profile of their need for new books.

- Alberta, Pine Street Elementary School
- British Columbia, Rocky Mountain Elementary School
- Manitoba & Territories, Elkhorn School
- New Brunswick, Queen Elizabeth School
- Newfoundland, Bishop Abraham Elementary
- Nova Scotia, John W. MacLeod Fleming Tower School
- Ontario, Herman Street Public School
- Prince Edward Island, Glen Stewart Primary
- Quebec, Souvenir Elementary
- Saskatchewan, Jack Kemp Community School

### **About Indigo Books & Music Inc.**

Indigo is Canada’s largest purveyor of ideas and inspiration to enrich your life, with books, specialty toys, gifts and lifestyle enhancing products that affordably offer intrinsic quality, beauty and timeless design. 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 and Coles and online at [www.indigo.ca](http://www.indigo.ca)



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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. Through its Literacy Fund grant, the Indigo Love of Reading Foundation commits \$1.5 million each year to 20 high-needs elementary schools so they can rebuild their libraries with new books and education resources. To date the Indigo Love of Reading Foundation has committed \$15 million to 170 schools nationally. The annual Adopt a School program brings Canadian communities together to raise additional funds putting thousands more books into the hands of children at hundreds more elementary schools annually.

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