

*In response to*

# CBC's Marketplace Report on Indigo Love of Reading Foundation

In the ten-year history of the Indigo Love of Reading Foundation Indigo has donated more in cash to the Foundation than it has earned from books sold to the Love of Reading schools.

We are proud of what both Indigo and the Indigo Love of Reading Foundation have done, and proud to work together with our customers, because with your support we can do so much more.

Together we have changed the lives of hundreds of thousands of children and provided much needed support to teachers.

Together we have given more to support literacy in high needs schools than any other organization in our country's history.

We are proud and stand tall as should all of us who have worked tirelessly to help put books in the hands of Canadian children.

Thank you for 10 years of success. Together with our customers Love of Reading has given 1.5 million books to 1,800 high needs schools benefiting over 500,000 Canadian children.

The Indigo logo is displayed in white text on a dark grey rectangular background. The word "Indigo" is written in a bold, sans-serif font, with the letter "I" being significantly larger and more prominent than the other letters.