



The Indigo Love of Reading Foundation Announces Record-Breaking Results of 2015 Adopt a School Program

Annual giving campaign awards 81,000 new books to high needs elementary schools across Canada

TORONTO, ON (October 28, 2015) – The Indigo Love of Reading Foundation is pleased to announce the results of its 2015 Indigo Adopt a School program with a record 81,000 new books donated to high needs elementary schools, up from 61,000 in 2014. As part of this annual fundraising initiative that took place between September 20 – October 10, high needs elementary schools from coast to coast were paired with Indigo, Chapters and Coles stores to raise funds for new books which are in short supply.

With the support of employees and communities across Canada, more than 81,000 new books were pledged to over 193,000 children at over 590 high needs Canadian elementary schools. This represents a 33 per cent increase in book donations over last year's results. The program demonstrated increased community interest and commitment to supporting children's literacy in Canada.

"Our schools in Canada are incredibly committed to ensuring their students have the best possible education," said Jennifer Jones, Vice President, Indigo Love of Reading Foundation. "We are proud that Adopt a School provides another way to help these students have access to new, engaging and relevant books so they can build foundational literacy skills and foster a lifelong love of reading."

New this year, in addition to the donation of new books, the Indigo Love of Reading Foundation has awarded three schools from each province to receive a combined \$225,000 for new books through the Adopt and Don't Stop Giveaway to further supplement their library resources. These schools garnered the most eligible 'adopts' via the online fundraising tool. The first, second and third place schools in each province received \$10,000, \$7500 and \$5000 respectively.

British Columbia

1. Springvalley Elementary School
2. Assumption School
3. Ecole Entre-lacs

Alberta

1. James Short Memorial
2. St. Benedict Catholic School
3. Sister Mary Phillips School

Saskatchewan

1. Kitchener Community School
2. Ecole St. Margaret's
3. St. Mary School

Manitoba

1. Warren Elementary School
2. Happy Thought School
3. Valleyview Centennial



Ontario

1. St. Agnes Catholic School
2. Agnes Taylor Public School
3. Howard Robertson Public School

Quebec

1. Twin Oaks Elementary School
2. St. Jude School
3. Greendale Elementary

New Brunswick

1. Ecole des Pionniers
2. Loch Lomond School
3. Jacquet River School

Nova Scotia

1. Robert Kemp Turner Elementary
2. Mount Edward Elementary
3. Beechville Lakeside Timberlea Senior

Prince Edward Island

1. Englewood School
2. West Royalty Elementary School
3. Amherst Cove School

Newfoundland

1. Coley's Point Primary
2. St. James' Elementary
3. Hillside Elementary

About Indigo Books & Music Inc.

With books always at our heart and soul at Indigo we are about telling stories and creating experiences. 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, Coles and the online channel, www.indigo.ca.

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 it has committed over \$20.5 million to more than 2,500 schools through its signature programs. Every year the Foundation grants \$1.5 million to 20 high-needs elementary schools so they can transform their libraries with the purchase of new books and education resources. To date the Indigo Love of Reading Foundation's Literacy Fund has committed \$16.5 million to more than 190 schools nationally. The Foundation's annual grassroots Adopt a School program unites employees, customer, schools and their communities to raise funds and put even more books into the hands of children. Over the past seven years the program has raised over \$3 million so 600,000 children have a book to call their own. To learn more about the Foundation, visit LOR10.ca.

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