



Attention: Lifestyle, Education and Community Editors

INDIGO LOVE OF READING FOUNDATION BOOSTS CANADA'S PUBLIC SCHOOL LIBRARIES WITH MORE THAN 26,900 NEW BOOKS

Second Annual *Adopt a School* fundraising program raises \$323,744

TORONTO, ON - October 5, 2010 - The bookshelves at 155 public school libraries across Canada will now receive a much needed boost in books through the second annual Indigo Love of Reading Foundation *Adopt a School* program. From September 12th to October 2nd, Indigo, Chapters and Coles stores across Canada "adopted" public schools in their communities. Through the generous donations of customers and employees school libraries were rejuvenated with funds raised by in-store activities and donations at loveofreading.org/adoptaschool.

"We are inspired by the enthusiastic support of Canadian booklovers and their passion for early literacy during the second year of the Adopt a School program," says Jennifer Gay, Director, Indigo Love of Reading Foundation. "New books and learning materials will now make their way to those who need it most - our children, our future. We're tremendously encouraged that Canadians see the need to make a difference now and impact childhood literacy by improving public school libraries and enhancing resources."

Good News by The Numbers

- \$323,744 was raised for 155 public school libraries - 54% more than in 2009
- 122 schools (79%) received the **Random House Book Package Reward** of new books by reaching 25% of their fundraising goal
- Colchester Elementary School in Sherwood Park, Alberta surpassed its fundraising goal by raising enough to secure three books per child at their school library
- Verdun Elementary School in Verdun, Quebec and First Nations Junior School in Toronto, Ontario also surpassed their fundraising goals raising more than two and three times their fundraising goals, respectively



Throughout the program, the Foundation was encouraged by the number of Canadians who expressed the desire to continue to make an impact beyond the program's end. A recent survey by Ipsos Reid commissioned by the Indigo Love of Reading Foundation also revealed that the majority of Canadian parents feel that more support is needed for public school libraries. The Indigo Love of Reading Foundation agrees and fundraising will continue online at loveofreading.org/adoptaschool for the remainder of the school year.

The Indigo Love of Reading Foundation is thankful to all Canadian book lovers that make a difference in children's lives. Schools interested in participating in next year's Adopt a School program should contact the Foundation at loveofreading@indigo.ca.

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 under resourcing of public elementary school 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.

For more information about the Indigo Love of Reading Foundation, visit www.loveofreading.org.

For more information about the Indigo Love of Reading Foundation and the Adopt-a-School program please contact:

Celine Rouzaud
MS&L
416-847-1311 /
celine.rouzaud@msslworldwide.com

Mary Attard
MS&L
416-847-1343 /
mary.attard@msslworldwide.com



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