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NEWS RELEASE

Jan. 13, 2015 – FOR IMMEDIATE RELEASE

Dubuque AmeriCorps and Campaign for Grade-Level Reading to Host Book Drive

DUBUQUE, Iowa – AmeriCorps VISTAs, with the Dubuque Campaign for Grade-Level Reading, will conduct a book drive to generate books for families needing literature to create a print-rich environment. Since empowerment and the joys of reading go hand-in-hand, the book drive will kick off Tuesday, Jan. 20, the day following Martin Luther King, Jr. Day, and will continue through Friday, Feb. 20.

Donations of books for all ages will be accepted until Feb. 20 at the following locations: Dubuque Hy-Vee grocery stores, American Trust & Savings banks in Dubuque, Kwik Stop locations in Dubuque, Dairy Queen locations, Fazoli's, Kennedy Mall, United Way, City of Dubuque Leisure Services Department located at 2200 Bunker Hill Rd., Roshek building, St. Vincent de Paul (downtown location), Multicultural Family Center, YMCA/YWCA, and Dubuque Community School District at 2300 Chaney Rd.

In order to have the most successful book drive possible, community businesses and organizations are encouraged to help promote the book drive. Stacy Seyer, Dubuque AmeriCorps VISTA, suggests businesses and organizations serve as collection points for books, offer a "wear jeans, bring a book" day at work, or advertise the drive in a newsletter or on a bulletin board or marquee. VISTAs will provide promotional posters and book crates to any business or organization that would like to participate.

Business/organization names will be listed on all book drive promotional materials and will also receive press release coverage.

Individuals can also raise awareness for the book drive. Hy-Vee has provided bags for individuals to conduct 'mini' book drives and Seyer encourages anyone to grab a bag from the book crates and gather books from friends, family, neighbors, and classmates. Return bags filled with books at any of the drop-off locations. Volunteer readers are

sought for story time at Kennedy Mall on Tuesdays from 10:30-11 a.m. or 5:30-6 p.m. and Saturdays from 1-3 p.m. for reading and activities. Additionally, after the book drive ends, volunteers are needed to help sort, label, and deliver books to a variety of Dubuque organizations. Deliveries will be made on March 3 for “Read Across America Day.”

For more information, or to volunteer for any of the above listed services, contact Stacy Seyer at 563-690-6048 or sseyer@cityofdubuque.org, or Olivia Visio at 563-552-3069 or ovisio@dbgschools.org.

Visit <http://readdbq.org/2014/10/23/statisticks-lottery/> for a video from the Campaign for Grade-Level Reading on the importance of the book drive to the community.

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