

Attention: Community, Lifestyle, Education Editors

CANADIANS RAISE MORE THAN \$200,000 IN TWO WEEK BLITZ FOR LOCAL SCHOOLS AT INDIGO, CHAPTERS AND COLES STORES

- First Annual Adopt-A-School Fundraising Drive Benefits School Libraries from Coast-to-Coast -

TORONTO, ON – October 28, 2009 –In association with the **Indigo Love of Reading Foundation**, Indigo Books & Music has completed a two-week fundraising initiative that has helped to raise more than \$200,000 to help transform the libraries at more than 100 elementary schools across Canada. The first-annual Indigo Adopt-a-School Fundraising Drive saw booklovers in Vancouver, British Columbia raise the most funds nationally, an amazing \$8,451.45, to help **Admiral Seymour Elementary School** refresh their library with new books and education resources that encourage student literacy. More than 200 Indigo, Chapters and Coles stores participated in the national fundraising drive and through the generous donations of customers from coast to coast 86 schools will receive more than \$1,000 to help put new books into the hands of children.

“The overwhelmingly passionate support of Canadian booklovers in communities across Canada is incredibly encouraging to the Foundation,” says Jennifer Gay, Director, Indigo Love of Reading Foundation. “We are delighted that through the grassroots efforts of Indigo staff we are able to continue offering young students an opportunity to engage in a love of reading.”

The Indigo Love of Reading Foundation was established in 2004 to address Canada’s literacy crisis and help give underfunded Canadian schools access to new books and education resources. To date, the Indigo Love of Reading Foundation has provided \$7.5 million to more than 70 schools nationally. In 2007, the Indigo Love of Reading Foundation released a documentary entitled, *Writing on the Wall*, about the state of Canadian literacy. The documentary revealed shocking statistics, including that 42 per cent of adults are functionally illiterate and that in 2001 teachers spent \$143 million of their own money to buy books and learning materials for their students. Just a 1 per cent increase in literacy will add \$18.4 billion to our Canadian economy.

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

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

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

Samantha Shecter
MS&L
416-847-1335
samantha.shecter@msslworldwide.com