

**FOR IMMEDIATE RELEASE**

**INDIGO BRINGS TO \$7.5 MILLION ITS FUNDING TO CANADIAN PUBLIC SCHOOLS**  
**- Fifth year of literacy program funding empowers change for schools in need -**

**Toronto, ON - May 12, 2009** -The Indigo Love of Reading Foundation has announced its continued commitment to children's literacy with another annual injection of \$1.5 million to fund literacy programs in high-needs elementary schools across Canada. Currently in its fifth year of providing grants that promote literacy programs from coast-to-coast, The Foundation today brings to \$7.5 million its total contribution to school libraries and classrooms.

Government funding for books and library resources has been dramatically reduced over the last decade and a half. In the 1970s public schools received the equivalent of three new books per child per year, while today it is less than one-third of a book<sup>1</sup> and in many schools across the country the majority of books are over fifteen years old. Each elementary school welcomed into the Indigo Love of Reading program will receive a grant of up to \$160,000 over three years to purchase new books and learning materials that can captivate and develop young minds.

"The goal of The Indigo Love of Reading Foundation," said Heather Reisman, the Foundation's Chair, "is to raise to national attention the devastating effect which this library crisis has on the development and education of our most precious resource... our young people. The hope is that once aware, every Premier will make rectifying this situation, an unbreakable commitment."

In addition to its direct work with schools, The Indigo Love of Reading Foundation was instrumental in encouraging the Ontario government to make its current \$120 million commitment to literacy and school libraries over the next four years which has begun to flow through all elementary schools in the province directly based on their school's needs. The Foundation continues to highlight the need for other Provincial governments to also increase their financial commitment to literacy at the elementary school level.

**Celebrating the Future of Literacy**

The success of the program has resulted in increased literacy levels throughout the past five years in grant recipient schools across Canada. Through the Indigo Love of Reading Foundation, these literacy ambassador schools received funding to change the course of their school's future.

In 2007, Holy Redeemer Elementary School in Calgary, AB, was welcomed into the three-year literacy program and has since experienced tremendous literacy accomplishments. Prior to receiving a grant from the Indigo Love of Reading Foundation, the school's literacy levels were well below the national grade average. Over the course of its first year as a Love of Reading grant recipient, the school increased its literacy levels significantly by up to 50%.

At Lord Beaconsfield School in Vancouver, BC, students are completing the three-year grant program as a 2005 grant recipient school. Students have become so engaged with reading at the school through the Indigo Love of Reading grant program that each student is provided with a new book on his or her birthday. Literacy levels at the school have increased by up to 51% during the course of the program.

Dawn Gautreau, Teacher at Forest Glen School in Moncton, NB, has experienced the full three-year program as a 2005 grant recipient school and says, "three years after starting the grant [program], I now have added around \$6,000 worth of new books to my classroom library. I never hear 'I have read all the books you have' any more."

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<sup>1</sup> "Writing on the Wall," Love of Reading Fund production, 2007

## 2009 Love of Reading Recipients

This year, the following 20 schools will receive funding for literacy programs from the Indigo Love of Reading Foundation. To listen to Heather Reisman make the life-changing calls and to learn more about the Indigo Love of Reading Foundation visit [www.loveofreading.org](http://www.loveofreading.org).

### **British Columbia:**

Holly Elementary School, Surrey  
Grandview Elementary School, Vancouver  
Lucerne Elementary Secondary School, New Denver

### **Alberta:**

Glendale Elementary School, Edmonton  
Belfast Elementary School, Calgary  
Capitol Hill Elementary School, Calgary

### **Saskatchewan:**

Princess Alexandra Elementary School, Saskatoon  
McKittrick Community School, North Battleford

### **Manitoba:**

King Edward County School, Winnipeg  
Aborgate Elementary School, La Broquerie  
Betty Gibson Elementary School, Brandon

### **Ontario:**

A.R. Kaufman Public School, Kitchener  
McHugh Public School, Brampton  
East View Template, Sault Ste. Marie

### **Quebec:**

New Carlisle High School, New Carlisle

### **New Brunswick:**

St. Patrick's School, Saint John

### **Newfoundland:**

St. John Bosco School, St. John's

### **Nova Scotia:**

Sheet Harbour Consolidated School, Sheet Harbour  
Gold River-Western Shore Elementary School, Western Shore

### **Northwest Territories:**

Ecole St. Joseph, Yellowknife

To be considered for an Indigo Love of Reading Foundation grant, elementary schools must demonstrate that they are a high-needs institution and show a commitment to an environment where literacy is a main focus. Schools can apply for grants from the Indigo Love of Reading Foundation by downloading an application at [www.loveofreading.org](http://www.loveofreading.org). A new application will be available for download in September.

### **About the Love of Reading Foundation and Indigo Books & Music Inc.**

The Indigo Love of Reading Foundation is a fully chartered charitable foundation whose goal is to improve the literacy and opportunity of children in high needs schools. The Foundation annually grants \$1.5 million dollars to selected elementary schools across the country. Funding for the Foundation comes 2/3 from Indigo and 1/3 from Indigo customers. This year The Love of Reading Foundation was pleased to receive a donation from Random House of Canada.

Indigo is a publicly traded Canadian company listed on the Toronto Stock Exchange (TSX:IDG). As the largest book retailer in the country, 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](http://www.chapters.indigo.ca), features books, toys, music and DVDs, and hosts the award winning Indigo Online Community.

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**If you are interested in coordinating an interview with an Indigo Love of Reading Foundation representative or a principal from one of the schools selected to receive a grant, please contact:**

Natalie Little

MS&L

416-847-1318

[natalie.little@msslworldwide.com](mailto:natalie.little@msslworldwide.com)