

media advisory

Dec. 5, 2011

Corporate Partnerships
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Calgary Board of Education teams up to give gift of books through Book Bags for Kids

CALGARY — CBE representatives including Trustees and directors, Grade 12 leadership students from William Aberhart High School and corporate and community partners will roll up their sleeves on Dec. 6 to stuff 2,000 book bags for children who do not always have books at home.

These partners in learning will work together to stuff book bags with a collection of fiction and non-fiction books, mitts, hats, stuffed animal reading buddies and other special items that will be delivered to students at their schools. Giving this gift of books inspires children to read, engages their families in youth literacy activities, and directly supports the educational objectives of the CBE.

The knowledge and skills children acquire through reading at home supports their learning and success in school. *Book Bags for Kids* was developed to help these children, with the goal that many children could receive their own first set of quality books.

Event details:

Time Tuesday, Dec. 6 from 9:30 – 10:30 a.m.

Place Grand & Toy Branch Office, 37 Aero Drive N.E.

The Presenting partners in this program are

- ConocoPhillips Canada
- Grand & Toy

Supporting partners include

- Weigl Educational Publishers Ltd.
- BMO Employee Charitable Foundation
- Calgary Herald
- The Calgary Hitmen Hockey Club
- The Centre Street Church
- Southland Transportation
- Morgex Insurance
- Sunterra Markets
- ING Direct,
- ntake
- Calgary Reads
- Other generous Calgarians

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