



# NEWS

## Northern New Jersey Business Volunteer Council

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### **Business Volunteer Council Donates Thousands of Books to Needy Children**

Bergen County – Members of the Northern New Jersey Business Volunteer Council (BVC) recently collected and distributed more than 3,300 new children’s books during **Books in a Bag**, an annual campaign to promote early literacy. The books were donated to pre-school children in northern New Jersey.

The campaign kicked off on March 3rd on “Read Across America Day”, a program sponsored by the National Education Association designed to get kids excited about reading. More than 40 volunteers from BVC member companies read books aloud to classes at Head Start sites in Bergen County. The campaign wrapped up at the end of this school year.

Books in a Bag is a family literacy initiative created by the BVC six years ago in response to a need identified by Head Start, a federally-funded early childhood education program for very low-income families. Because these families are struggling to pay for

rent, utilities and food, books are far down on the list of must-have items. Consequently, many of the children in the program have never owned a book of their own and very few read or are read to at home. To address the problem, employee volunteers at 11 participating companies organized collections of new children's books, then delivered bags filled with five books and a reading list to children at Head Start and other programs serving needy children. In just nine years, 41,950 books have been distributed to 8,390 children.

This year's participating companies include UPS, Hudson City Savings Bank, Spectra Labs, TD Banknorth, BD, Benjamin Moore Paints, BMW of North America, Kelly Services, United Way of Bergen County, and AT&T Mobility.

The campaign is underwritten by Pearson Education in Upper Saddle River. Additional sponsorship support came from Quest Diagnostics, Reader's Digest Books Are Fun, and United Water.

The Northern New Jersey Business Volunteer Council is a coalition of 31 businesses that work year-round to provide assistance to needy children and families.

For more information on membership in the BVC, please call Tess Tomasi at 201-489-9454 Ext.114 or e-mail [BVC@bergenvolunteers.org](mailto:BVC@bergenvolunteers.org), or visit [www.nnjbvc.org](http://www.nnjbvc.org).

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