



Family Giving Tree™



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Family Giving Tree and Books Inc. Partner for Books-for-Backpacks Campaign

Back-to-School initiative to help narrow the achievement gap for Bay Area K-5 students-in-need

Milpitas, CA - The Family Giving Tree announced today an expansion of their commitment to “igniting a passion for learning” in K-5 students-in-need through their second-annual Books-for-Backpacks campaign. In partnership with independent bookseller, Books Inc., Books-for-Backpacks will place a brand-new, age-appropriate book in 15,000 backpacks distributed by the Family Giving Tree this fall to low-income K-5 students in the Bay Area.

According to the National Center for Children in Poverty (NCCP), by 3rd grade, children of low-income families have a vocabulary one-third the size their middle-income peers. By providing books to support and encourage reading in the home, where many low-income students do not have access to age-appropriate reading material, the campaign addresses a serious educational issue among low-income students. In order to learn, students must learn to read.

“By giving new books to elementary school students, as part of their school-supplied filled backpack, we are able to give these children hope, joy, and the opportunity to narrow the achievement gap”, said Jennifer Cullenbine, Queen Elf and Executive Director of the Family Giving Tree. “An important part of our mission has always been to provide students with the hope necessary to change their future and make it bright with possibility. We are pleased to partner with Books Inc. to deliver a book donation program of this size, in service and benefit to Bay Area schools.”

“We are delighted the Family Giving Tree has chosen to partner with Books Inc. for their Books-for-Backpacks campaign,” shared Nik Grant, Trade Buyer at Books Inc. “We understand the value of creating life-long readers and share a commitment to encouraging reading in early education.”

Donations to support the Family Giving Tree’s Books-for-Backpacks campaign are being accepted May 6 – June 15, 2015. Every donation received will go directly towards the purchase of new books from Books Inc. Each book will then be distributed in every K-5 supply-filled backpack donated by the Family Giving Tree.

For information on how to help the Family Giving Tree reach their Back-to-School Drive goals visit: www.familygivingtree.org/donate.

Headquartered in Milpitas, California, the Family Giving Tree is celebrating 25 years of bringing hope and joy to those in need through their annual Back-to-School and Holiday Wish Drives.