



# NEWS

## Northern New Jersey Business Volunteer Council

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### **Book Donations Needed for Literacy Initiative for Low-Income Families**

“Unless someone like you cares a whole awful lot, nothing is going to get better. It’s not.” Dr. Seuss

Northern New Jersey— To celebrate the nationwide Read Across America campaign, members of the Northern New Jersey Business Volunteer Council (BVC) brought their love of reading to early learners in local schools. The celebration kicks off the BVC’s annual Books in a Bag program to promote early literacy.

In honor of Theodore “Dr. Seuss” Geisel’s March birthday, employee volunteers from Community Bank of Bergen County, Five Star Premier Residences of Teaneck, Henderson Associates, State Farm, Sigma Group of Oradell, TD Bank, and the Volunteer Center of Bergen County donned red and white striped “Cat in the Hat” headgear and read to hundreds of children at the YMCA in Hackensack, Quarles School in Englewood and the Muscarelle Center in Garfield. Employees from BD donated over 100 books and read to the students at Children’s Aid and Family Services in Paramus

**Books in a Bag** is a campaign to collect new children’s books for pre-school and kindergarten students from 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. Studies show that many poor early learners lack access to books, and recent research suggests that children brought up in homes with books enjoy greater academic success.

The BVC is currently collecting NEW children's books and invites all interested companies to get their employees involved in this exciting outreach effort. Those interested in participating should e-mail [elutvak@bergenvolunteers.org](mailto:elutvak@bergenvolunteers.org) or call 201-489-9454, x133, for a Books in a Bag toolkit and assignment for book delivery.

“Motivating children to read is an important factor in student achievement and creating lifelong, successful readers,” says Amanda Missey, BVC director. “Research has shown that children who are motivated and spend more time reading do better in school. In the past 12 years, over 75,000 books have been given to 15,000 children through Books in a Bag.”

The mission of the nationally-recognized BVC, sponsored by the Volunteer Center of Bergen County, is to provide leadership in meeting community needs, especially those of children and families, by mobilizing employee volunteers. Currently there are 30 member companies; the Northern New Jersey Business Volunteer Council welcomes new members and encourages interested companies to call 201-489-9454, or visit [www.nnjbvc.org](http://www.nnjbvc.org)

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