



Northern New Jersey Business Volunteer Council

Volunteer Center of Bergen County 64 Passaic Street Hackensack NJ 07601 VOICE: 201-489-9454 FAX: 201-489-1995
E_MAIL: NNJBVC@bergenvolunteers.org www.bergenvolunteers.org

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CONTACT: Tess Tomasi Ext 114
Maureen McCormick Ext. 126
(201) 489-9454

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 5,500 books during Books in a Bag, an annual campaign to promote literacy. The books were donated to low-income children and their families in Bergen County.

The campaign kicked off in early March, to coordinate with “Read Across America Day”, a program sponsored by the National Education Association designed to get kids excited about reading. More than 20 volunteers from BVC member companies read books aloud to classes at early learning centers in Bergen County, while other BVC member companies and various community groups collected and distributed books to children in other pre- schools and through social service agencies in Bergen County during the campaign.

Low income families struggle to pay for rent, utilities and food, so books are far down on the list of must-have items. Consequently, most children in the program have

never owned a book of their own and very few read or are read to at home. Books in a Bag was created twelve years ago to address this problem. Since 2000, more than 75,000 books have been donated.

Books in a Bag was sponsored by Pearson Education, Spectra Labs, United Water, Community Bank of Bergen County and Five Star Premier Residences of Teaneck. Other participating companies included Konica Minolta, Sealed Air, TD Bank, Cole Schotz and Hudson City Savings Bank.

The Volunteer Center of Bergen County sponsors The Northern New Jersey Business Volunteer Council, which is a coalition of 30 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 or e-mail BVC@bergenvolunteers.org, or visit www.nnjbvc.org.

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CAPTION:

To promote literacy, the Northern New Jersey Business Volunteer Council (BVC) distributed thousands of books to low-income children and their families through its recent **Books in a Bag** Campaign. For more information on the BVC, call 201-489-9454 or visit www.nnjbvc.org