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FOR IMMEDIATE RELEASE:

BOOKS FOR KEEPS TO HOLD 4TH ANNUAL CHARITY BOOK SALE JULY 31-AUGUST 3

ATHENS, GA. – July 24, 2014 – Coming soon, book lovers can find fantastic deals on used books while supporting literacy efforts in the Athens community.

Books for Keeps will host its fourth annual BFK Book Sale July 31 through August 3 at Homewood Village Shopping Center, 2415 Jefferson Road. The one-weekend sale is the largest fundraiser of the year for the Athens-based nonprofit. It is also a critical source of support for Books for Keeps' efforts to place books in the hands of children from low-income families.

All books at the sale are donated to Books for Keeps. After sorting through donations and keeping those books that can be used in the organization's K-12 book giveaway program, Books for Keeps hosts an annual sale with the remaining books.

An estimated 30,000 books for adults and children will be priced to sell from \$.25 to \$3. Prices will be reduced each day of the sale, culminating in a bag sale on Sunday, August 3, when patrons can fill up a grocery bag full of books for \$5.

The full schedule of the sale is as follows:

Thursday, July 31: 5-8 p.m., Sneak Preview Night - \$10 admission fee this night only. \$3 adult hardbacks, \$2 adult paperbacks, \$2 for all children's books, plus a large 50-cent section. Light refreshments will be provided by Mama's Boy.

Friday, Aug. 1: 12 p.m. to 7 p.m., Opening Day - \$3 adult hardbacks, \$2 adult paperbacks, \$2 children's books, and a terrific 50-cent section.

Saturday, Aug 2: 9 a.m. to 5 p.m., Deep Discount Day – Everything is marked down! \$2 adult hardbacks, \$1 adult paperbacks, \$1 for all children's books, and everything in the discount section is marked down to 25 cents.

Sunday, Aug. 3: 12-4 p.m., Bag Day - Fill a plastic grocery bag with books for \$5 or a canvas BFK tote for \$20; Our Teacher Free-for-All is from 4 to 5 - bring a valid school ID or proof of educational nonprofit status and cart away our excess books for FREE!

- more -

WWW.BOOKSFORKEEPS.ORG

Books for Keeps thanks our lead sponsor Niolon Lumber, with additional support from:

Allergy Partners of Georgia; Allstate – Merryn Walker Agency; Model Citizen Salon; Kathy Prescott & Grady Thrasher; OnlineAthens.com and the Athens Banner-Herald; and Fairway Outdoor Advertising.

For more information, contact leslie.hale@booksforkeeps.org or (706) 410-1912.

About Books for Keeps: Books for Keeps started as one woman's effort to help a child who loved to read but had no books at home. It grew from a grassroots movement into a research-based program to end summer slide in Athens, Ga., by ensuring children have access to books when school lets out. The nonprofit was incorporated as a 501(c)(3) tax-exempt organization in 2011.

Books for Keeps distributes books to students ranging from pre-K through 12th grade. The flagship elementary school program, *Stop Summer Slide!*, is based on a University of Florida study that found giving economically-disadvantaged elementary school children each 12 high-interest books at the beginning of summer had an impact on reading achievement statistically similar to attending summer school.

Books for Keeps distributed 55,000 books to students in the 2013-14 school year, including 45,000 books given to K-5 students through *Stop Summer Slide!*

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