



Parents Can Easily Help Stock Their Child's School Libraries

The Brooke Jackman Foundation Sponsors the "Books 4 Our School" Challenge and Encourages Parents to Advocate Literacy.

New York, NY (March 2012): More and more school systems throughout the metropolitan New York area are facing budget cuts, with the possibility of losing the vital educational resources their students need to succeed. The Brooke Jackman Foundation has teamed up with NYMetroParents to provide a solution that will stock school libraries with thousands of books, while encouraging parents to showcase their support for literacy. "Books 4 Our School," the month-long challenge created by the two organizations, engages parents to show their school spirit by voting for their children's schools. A total of 20 schools will receive 75-100 brand new books for their libraries: 10 schools that rally the most parents and garner the most votes and 10 schools selected at random. "Books 4 Our School" kicks off March 26 and runs through April 30, 2012.

In addition to easing stresses school libraries may suffer as a result of decreases in funding, "Books 4 Our School" also has many other positive impacts within a child's life. A study released by the Department of Education states that "the evidence is consistent, positive, and convincing: families have a major influence on their children's achievement in school and through life. When schools, families, and community groups work together to support learning, children tend to do better in school, stay in school longer, and like school more." "Books 4 Our School" is designed to do just that, encouraging parents to become advocates for their child's literacy. For these free books to be provided to a school, parents must be proactive in registering their child's school for the program and then mobilizing other family members and adults within the community to then vote for the school.

The Brooke Jackman Foundation, a nonprofit that promotes literacy for at-risk children, has always bridged this bond between a student's learning and their loved ones through the after-school and family literacy programs it offers throughout the New York area. "Books 4 Our School" is just one more way the Brooke Jackman Foundation is emphasizing the positive impact that a family's involvement can have on a child's education.

"We are excited to have a new avenue to reach parents and their children with 'Books 4 Our School!'" said Erin Jackman, Director of the Brooke Jackman Foundation. "This program embodies every aspect of the Brooke Jackman Foundation—it engages parents and unites the community in a creative and fun way, all for a common cause—the literacy of the children."

To participate in the challenge, parents simply log on to the "Books 4 Our School" website (www.books4ourschool.org) to register. They will then receive an email containing a link to the online ballot where they can vote for up to three schools. Once their ballot has been submitted, all they need to do is spread the word to get more for their school(s) of choice.

The top 10 schools that receive the most support and showcase the most spirit via online voting will win 75-100 books for their libraries. Another 10 lucky schools will be chosen at random, so that smaller schools have just as much of an opportunity to acquire these books as their more populated counterparts. Any middle, elementary, or nursery school (public and private), has the chance to win, as does any daycare center, within the five boroughs of New York City, Nassau

County, Suffolk County, Westchester County, Rockland County and Fairfield County.

Parents can register their child's school for "Books 4 Our School" by visiting www.books4ourschool.org.

About the Brooke Jackman Foundation

The Brooke Jackman Foundation was created 10 years ago to honor Brooke Jackman, a bright and compassionate 23-year-old avid reader who was killed in the 9/11 terrorist attacks before achieving her dream of becoming a social worker. Brooke's passion and commitment to literacy and helping children spurred the Jackman family to create the Foundation as her living legacy – turning tragedy and despair into hope for a better world. Since 2001, the Brooke Jackman Foundation has donated nearly 100,000 books and 15,000 Brooke Packs, backpacks filled with books and school supplies, to children and families in need. BJF has established four libraries, as well as a number of after school literacy programs, at sites across all five boroughs, including homeless shelters and Family Justice Centers for victims of domestic violence and crime in Brooklyn, Queens and the Bronx. BJF sponsors special events throughout the year to support its mission, including celebrity readings, the Race for Literacy 5K, an annual Read-a-Thon and an annual gala celebration. For more information, please visit www.brookejackmanfoundation.org.

About NYMetroParents

NYMetroParents helps parents find the best activities, resources and advice for raising their children in the New York City region. A multimedia company, NYMetroParents publishes eight regional magazines (Big Apple Parent, Brooklyn Parent, Queens Parent, Westchester Parent, Rockland Parent, Nassau Parent, Suffolk Parent and Fairfield Parent), three editions of Special Parent, a magazine dedicated to helping families of children with special needs, and offers a comprehensive website, www.nymetroparents.com.

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