



**For Immediate Release:** 11/10/11

**Contact:** Laura Schenone (718) 651-7770, ext 220 or (646) 734-6378

## **Barnes & Noble Store Launches Holiday Book Drive for The Child Center of NY**

*Giving Program Taps Queens' Generosity and the Power of Reading*

Forest Hills, NY—Between now and New Year's Day, the Barnes & Noble store at 70-00 Austin Street will ask every customer at the register to consider donating a book to a worthy charity: The Child Center of NY, which serves 18,000 at-risk children a year. The Holiday Book Drive is a national event that takes place in all of the Barnes & Noble locations throughout the U.S.—providing educational materials and literature to local organizations that need them.

"We are so grateful to Barnes & Noble and its generous shoppers," said Sandra Hagan, executive director at The Child Center. "We read books every day with children in our early childhood and after school programs. We use stories to help children cope with trauma, abuse and the other emotional difficulties they face and, since most of our children live in poverty, we also give books to children so that they can experience the pleasure of having books of their own."

Certain titles are especially helpful. That's why when customers agree to donate, the cashiers will offer the option of selecting from a wish list of books compiled by The Child Center's therapists. For example: If you want to give a book to help a child cope with anger, there is *Not So Rotten Ralph* by Jack Gantos. For a child dealing with separation, there's *Will You Come Back for Me?* by Ann Tompert. For a child coping with death: *You Hold Me and I'll Hold You*, by Jo Carson. And for foster care and adoption: *A Family for Sammy*, by Kate Gaynor.

"The holiday book drive is one of Barnes and Noble's most popular partnerships. Our booksellers and customers get to share the pure joy of giving a book to a child in need," said Cory Reinert, Assistant Store Manager at the Forest Hills store. "We are extremely excited to help such a worthwhile organization that has such strong ties to the Queens area."

On select days (Nov. 27, Dec. 5, 20, and 22) volunteers—including teen peer leaders from The Child Center's programs and/or members of the Pioneers volunteer group—will be on-site to offer gift wrapping with tips appreciated as donations for The Child Center's work.

**Story Angles:** *Local generosity in Queens during the holiday season*  
*A children's book to suit every emotional need*  
*Books as the perfect gift in a high-tech world of child's play*

Founded in 1953, The Child Center of NY is a leading nonprofit children's agency that serves 18,000 children each year. Its mission is to help at-risk children and youth succeed in life. The Child Center serves children in four major program areas: early childhood education, mental health counseling, child abuse prevention, and youth development—in 35 languages at over 80 locations in Queens. To learn more, please visit [www.childcenterny.org](http://www.childcenterny.org).

###